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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

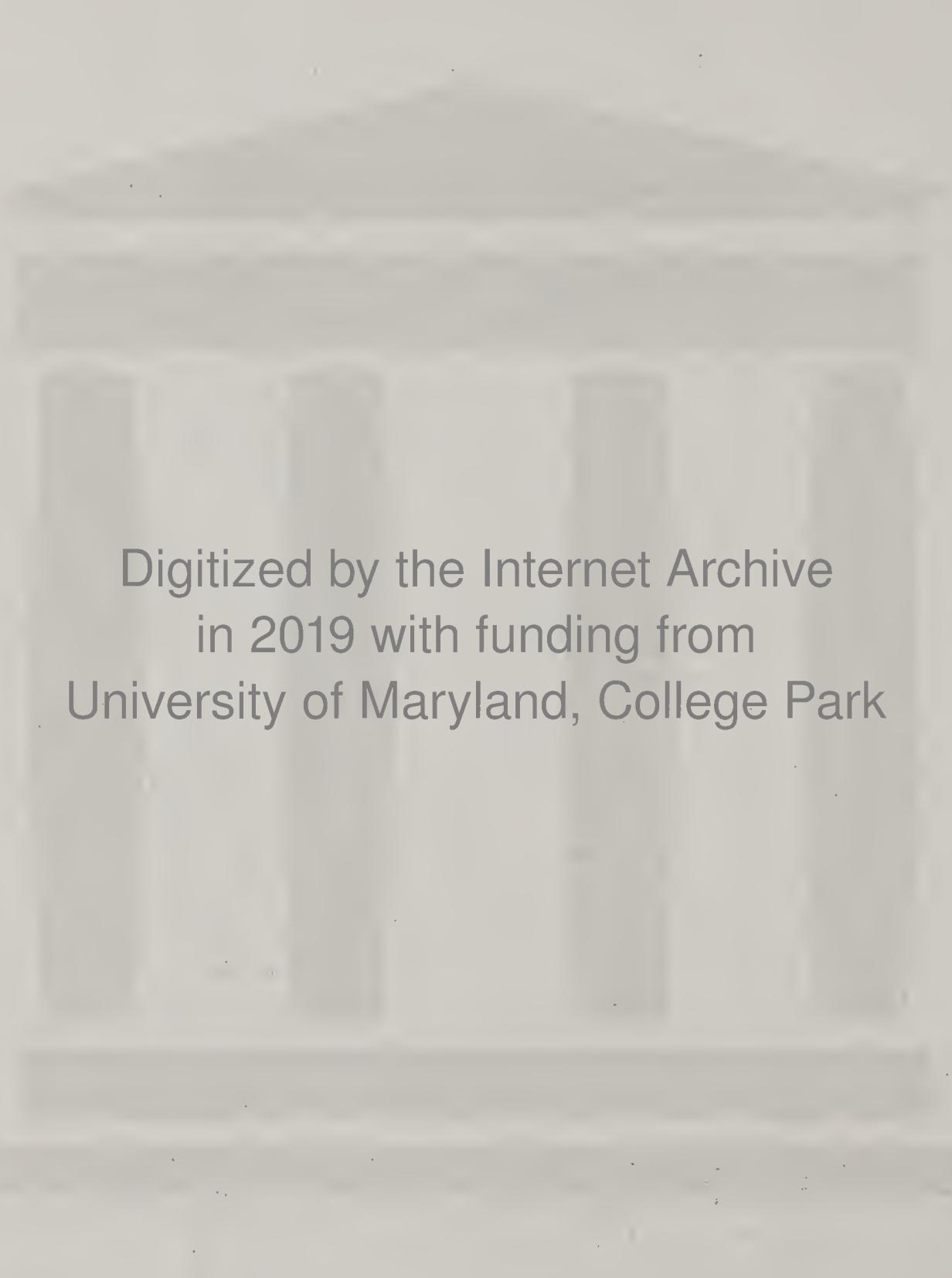
#### Monday (Sept 22)

NBC - 4:30-5pm NYT (2:30-3pm LAT), Mon thru Fri; DEBUT - County Fair - LIVE from NY; 140 stations live and tape. (Replaces the third quarter-hour of Queen For a Day, which continues Mon thru Fri, 4-4:30pm NYT (2-2:30pm LAT), and also replaces Modern Romances, 4:45-5pm NYT, last show Sept 19). § Bert Parks is host of this variety and audience participation show with a fairgrounds theme, featuring games, contests, skits, musical and variety acts, guest stars, etc. Ken Williams is the barker-announcer and Bill Gale leads an eight-piece band. § SEGMENT SPONSORS- (See latest Monthly Program Analyses for sponsor schedule) Frigidaire Division, GMC, thru Dancer-Fitzgerald-Sample, Inc(NY); Lever Bros. Co thru Batten, Barton, Durstine & Osborn, Inc(NY); National Biscuit Co thru McCann-Erickson, Inc(NY); Sandura Co thru Hicks & Greist, Inc(NY); National Brands Div., Sterling Drug, Inc., thru Dancer-Fitzgerald-Sample, Inc(NY). § PKGR- Gale-Gernannt Corp(NY); Prod- Perry Cross; Assoc Prods- Herb Landon, Ed Cosgrove; Dir- Joe Durand; Asst Dir- Jim Gaines; Music Dir- Bill Gale; Sets- Don Shirley; Writers- Bob Carman, Larry Miller, Mike Marmer.

NBC - 9-9:30pm NYT & LAT, Weekly; DEBUT - Peter Gunn - FILM; no. of stations not available. (Replaces Twenty-One, which moves to Thursday, 8:30-9pm NYT & LAT, effective Sept 25). § Adventure series starring Craig Stevens in the title role as a troubleshooter who battles underworld elements, with Lola Albright as Edie Hart, Hope Emerson as "Mother," and Herschel Bernardi as Lt. Jacoby. § SPONSOR- Bristol-Myers Co (Ipana, Vitalis, Ipana Plus, Bufferin, Sal Hepatica, Trig); Ipana, Vitalis, Ipana Plus thru Doherty, Clifford, Steers & Shenfield, Inc(NY, producing agency); Acct Superv- Harry Ireland; Acct Execs- Robert C. Kelly(Ipana), R. M. Curtis(Vitalis), K. W. Price(Ipana Plus); Bufferin and Sal Hepatica thru Young & Rubicam, Inc(NY); Trig thru BBDO, Inc(NY). § PKGR & Film Prod- Spartan Productions at Universal Studios, Universal City, Calif.; Exec Prod- Gordon Oliver; Creator & Prod & Dir & Story Ed & Chief Writer- Blake Edwards; Asst to Prod- Byron Kane; Prodn Superv- Argyle Nelson; Music Dir- Henry Mancini; Dir of Photog- Phillip Lathrop; Art Dir- Charles F. Pyke.

#### Tuesday (Sept 23)

CBS - 9-9:30pm NYT (8-8:30pm LAT), Weekly; DEBUT - The Arthur Godfrey Show - LIVE from NY; 168 stations live and tape(Toni), 160 live and tape(Pharmaceutical). (Replaces To Tell The Truth, which moves up to 8:30-9pm NYT, effective Sept 23, in turn replacing Keep Talking. The latter goes off for one week, returning on Sept 30, 8-8:30pm NYT). § Arthur Godfrey returns with a new variety show, with guest stars each week. Mr. Godfrey will also introduce new professional talent on the show, presenting one new act weekly. (Continued on next page)



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THIS WEEK(Cont'd)

Tuesday (Sept 23)

CBS- The Arthur Godfrey Show (Cont'd from previous page): § ALTERNATE SPONSORS- 1) Toni Co (Silver Curl, Tonette, Toni, Adorn, Deep Magic, Pamper) all except Pamper thru North Advertising, Inc(Chi); TV Acct Rep- Bruce Dodge; Comm Superv- Frank Higgins. Pamper thru Clinton E. Frank, Inc(Chi). Paper-Mate Co thru Foote, Cone & Belding(Chi). 2) Pharmaceutical, Inc (Sominex, Geritol, Lectric Shave, Aqua Velva) thru Parkson Advertising Agency, Inc(NY); Acct Superv-Ted Bergmann; TV Acct Rep- Don Blauhut. § PKGR- Arthur Godfrey with CBS-TV(NY); Prod- William Hammerstein; Assoc Prod-Al Rafkin; Dir- Mel Ferber; Music Dir- Bernie Green; Prog Anncr- Tony Marvin; Choreog- Frank Westbrook; Prodn Ideas- Larry Marks.

NBC- 8-9pm NYT & LAT, Alt Weeks; RETURN - The George Gobel Show - LIVE (COLOR) from LA; 154 stations live and tape. § Comedy-variety show starring comedian George Gobel, featuring The Petites vocal quintet and guest stars, with Frank DeVol leading the orchestra. Program alternates with Eddie Fisher Show. § SPONSOR- Radio Corp of America (RCA and RCA Victor TV, Radios, Phonographs) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Kevin Kennedy; TV Acct Rep- Clint Wheeler. § PKGR- Gomalco, Inc(LA); Prod- Bill Burch; Dir- Norman Abbott; Music Dir-Frank DeVol; Writers- Norman Lear, Tom Koch, Phil Green; Leo Solomon, Dan Beaumont.

Wednesday (Sept 24)

ABC- 9-9:30pm NYT (9:30-10pm LAT), Weekly; DEBUT - The Donna Reed Show - FILM; approx 140 stations net and delayed. (Replaces The Adventures of Ozzie and Harriet, which moves to 8:30-9pm NYT; 9-9:30pm LAT, effective this date, in turn replacing Tombstone Territory, last show Sept 17). § Donna Reed stars in this family comedy series as Donna Stone, the wife of Dr. Alex Stone, a small town pediatrician, played by Carl Betz, with Paul Petersen and Shelley Fabares as their son and daughter.

§ ALTERNATE SPONSORS- 1) Campbell Soup Co (Soups, Swanson TV Dinners) Soups thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Superv- Donald Gillespie. Swanson thru Tatham-Laird, Inc(Chi). 2) Shulton, Inc (Men's and Women's Toiletries) thru The Wesley Associates, Inc(NY); Acct Exec- Jay Perine.

§ PKGR- Todan-Briskin Productions(LA); Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Calif.; Prod- Tony Owen; Creator & Assoc Prod- William Roberts; Dirs- Andrew McCullough, Oscar Rudolph, others; Dir of Photog- Gert Andersen; Art Dir- Paul Palmentola; Writers- Various.

ABC- 9:30-10pm NYT (10-10:30pm LAT), Weekly; DEBUT - The Oldsmobile Show - LIVE from NY; approx 200 stations live and tape. § Patti Page stars in a new musical series with weekly guest stars.

§ SPONSOR- Oldsmobile Division, GMCM, thru D. P. Brother & Co(Det); TV Acct Rep- Ken Manuel(Det); Comm Superv- Mel Furney(NY).

§ PKGR- Page-Rael Productions(NY); Prod- Ted Mills (Mills-Park-Milford, Inc); Assoc Prod- George Charles; Dir- David Geisel; Music Dir- Vic Schoen; Art Dir- James McNaughton; Choreog- Matt Mattox; Writers- Lou Salaman, Sheldon Keller, Ted Mills.

CBS- 8-9pm NYT (7-8pm LAT), this date and Oct 1; SPECIAL - The Defender - KINE; to the net. (Replaces Leave It To Beaver, 8-8:30pm NYT, last CBS show Sept 17, and Johnson's Wax Theater, 8:30-9pm NYT, last show Sept 17). Re-run of the kine recording of a drama shown in two parts on Studio One over the CBS net on Feb 25 and March 4, 1957, starring Ralph Bellamy as the lawyer of the title role. § Sustaining.

§ PKGR- CBS-TV(NY); Prod- Herbert Brodkin; Assoc Prod- Norman Felton; Asst to Prod- Joseph Gantman; Dir- Robert Mulligan; Writer- Reginald Rose.



THIS WEEK(Cont'd)

Wednesday(Sept 24)

NBC- 10-10:30pm NYT & LAT, Weekly; RETURN - This Is Your Life - LIVE from LA; 120 stations live, 24 tape. (Replaces It Could Be You, evening version last show Sept 17). § Ralph Edwards is host of the program, re-creating the high spots of life stories of persons in all fields with the aid of anecdotes from friends and family brought to the scene of the telecast.  
§ SPONSOR- Procter & Gamble Co (Zest, Prell, Pace Home Permanent); Zest and Prell thru Benton & Bowles, Inc(NY, producing agency); Acct Exec- Mike Turner (Zest). Pace thru Leo Burnett Co., Inc(Chi); Acct Exec- Thomas Heath.  
§ PKGR- Ralph Edwards Productions(LA); Exec Prod- Ralph Edwards; Prod- Axel Gruenberg; Dir- Dick Gottlieb; Music Dir- Von Dexter; Prog Anncr- Bob Warren; Researchers- Don Malmberg(head), Jan Boehme, Janet Tighe, Alice Armbruster; Sets- Sid Rushakoff; Continuity Eds- Paul Phillips, Mort Lewis.

Thursday(Sept 25)

CBS- 9:30-11pm NYT (8:30-10pm LAT), Weekly; RETURN - Playhouse 90 - LIVE from LA; 136 stations live, 14 tape. (Replaces filmed and videotape re-runs of previous programs; last repeat show Sept 17). § Third season for the 90-minute drama anthology series, returning with a complete turnover in the production staff and to present live productions only during the regular season for the first time. Previous seasons included several filmed programs each season.  
§ ALTERNATE WEEK SPONSORS- (one-half hour each) 1) American Gas Assn thru Lennen & Newell, Inc(NY); Acct Exec- Thomas Lane. Allstate Insurance Co thru Leo Burnett Co., Inc(Chi). Third half-hour sustaining. 2) Kimberly-Clark Corp (Kleenex Tissues, Table Napkins, Delsey Tissues) thru Foote, Cone & Belding (Chi). Two half-hours sustaining.  
§ PKGR- CBS-TV(LA); Prods- Fred Coe, Herbert Brodkin, Gordon Duff, others; Assoc Prods- Robert Goldman (for Coe), Herbert Hirschman (for Brodkin), Joe Scully (for Duff), others; Dirs- Delbert Mann (3 shows for Coe), Herbert Hirschman (several shows for Brodkin), John Frankenheimer, Tom Donovan, others; Art Dirs- Al Heschong, Robert Tyler Lee, Walter S. Herndon, Bob Markell. Other producers and their staffs will be announced later as confirmed.

NBC- 8-8:30pm NYT & LAT, Weekly; DEBUT - The Ed Wynn Show - FILM; no. of stations not available. (Replaces The Best of Groucho, summer replacement for You Bet Your Life which returns for its new season in a new time, 10-10:30pm NYT & LAT, effective this date). § Ed Wynn stars in this family comedy series as John Beamer, a widower who solves other people's problems, with Jacklyn O'Donnell as his 18-year-old granddaughter Laurie and Sherry Alberoni as his 9-year-old granddaughter Midge; both being raised by Beamer. Setting is a college town.  
§ ALTERNATE SPONSORS- 1) Liggett & Myers Tobacco Co (Chesterfield) thru McCann-Erickson, Inc(NY); Acct Exec- James Kleid; TV Acct Rep- Bob Rogers.  
2) Bulova Watch Co., Inc (Men's and Women's Watches) thru McCann-Erickson, Inc (NY); Acct Execs- Tom Byrne, George Norris.  
§ PKGR- Thalia-Keethwyn Productions(LA); Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Calif.; Prod- Ben Feiner, Jr.; Dirs- William Russell, Jack Donohue, others; Dir of Photog- Fred Jackman; Prodn Superv- Seymour Friedman; Sets- Bill Calvert; Writers- Devery Freeman, others.

Friday(Sept 26)

CBS- 10:30-11pm NYT (9:30-10pm LAT), Weekly; RETURN - Person to Person - LIVE control from NY; remotes from various cities; 106 stations live and tape. (Replaces Personal Appearance, last show Sept 19). § Edward R. Murrow returns for his sixth season of his "visits" via remote cameras with two celebrities on each program. He chats via microwave and phone lines from the CBS studio in NY with the celebrities and their families in their homes. (Cont'd on next page)



THIS WEEK(Cont'd)

Friday (Sept 26)

CBS- Person to Person (Cont'd from previous page): § SPONSOR- P. Lorillard & Co., Inc (Kents) thru Lennen & Newell, Inc(NY); Acct Superv- Elkin Kaufman; Acct Exec- Frank Cambria.

§ PKGR- Person to Person, Inc with CBS-TV(NY); Prods- Edward R. Murrow, Jesse Zousmer, John A. Aaron; Dirs- Robert Sammon, Charles Hill, Bob Daily; Edit Assoc- David Moore, Charles Romine, Liz Scofield; Prod'n Consult- Aaron Ehrlich.

NBC- 8-9pm NYT & LAT, Weekly; DEBUT - The Further Adventures of Ellery Queen - LIVE (COLOR) from LA; 168 stations live and tape. (Replaces Jefferson Drum, 8-8:30pm NYT, which moves to 7:30-8pm NYT, in turn replacing Big Game, last show Sept 12. The 8:30-9pm NYT spot has been open time since the Life of Riley's last show on Aug 22). § George Nader stars in the title role in dramas created as originals for television, with some taken from the Ellery Queen mystery stories and novels. Each week's drama will be complete in itself.

§ ALTERNATE SPONSORS- 1) Radio Corp of America (All Products) thru Kenyon & Eckhardt, Inc(NY); TV Acct Rep- Clint Wheeler. 2) Alt week sustaining.

§ PKGR- NBC-TV(LA); Prod- Albert McCleery; Assoc Prods- Ethel Frank (for scripts, in NY); Darrell Ross (for operations, in LA); LA Story Ed- Warner Law; Dirs- Walter Grauman, Alan Hanson, Livia Granito; Music Dir- Allen Cook; Casting Dir- Jane Murray(LA); Writers- Various.

Saturday (Sept 27)

ABC- 8-9pm NYT & LAT, Weekly, for at least 4 weeks; DEBUT - Billy Graham's Charlotte Crusade - LIVE from Charlotte, N. C.; approx 130 stations live and tape. (Replaces Jubilee, U. S. A., which moves to Mon, 7:30-8:30pm NYT, effective Sept 29, for the duration of the Graham program). § Telecast of rallies by the Billy Graham evangelistic team in the Charlotte, N. C., Coliseum.

§ SPONSOR- Billy Graham Evangelist Assn of Minnesota, Inc thru Walter F. Bennett & Co(Chi).; Acct Exec- Walter F. Bennett.

§ PKGR- Billy Graham Evangelist Assn; Prod- Billy Graham; Dir- ABC staff.

Sunday (Sept 28)

CBS- 2-4:45pm NYT (2:30-5:15pm LAT), Weekly; RETURN - Professional Football - LIVE from various cities, various times, over ten regional network groups; approx 199 stations live. (Replaces Sunday Game of the Week baseball telecasts, last show Sept 21). § Telecasts of 64 professional football games in various sections of the country on 15 different playing dates thru Dec 14. Twelve different teams of commentators will handle the various announcing assignments.

§ SPONSORS- Regional and co-op in various areas and over regional nets.

§ PKGR- CBS Sports(NY); Prod- Judson Bailey; various production crews in each city of origination.

CBS- 5-5:30pm NYT, Weekly; DEBUT - The Great Game of Politics - LIVE & FILM; to the net. (Replaces The Last Word, last show Sept 21). § Eric Sevareid is host-moderator of this seven-part series offering a basic primer on American politics and featuring discussions with top political figures. Some programs have been filmed.

§ Sustaining.

§ PKGR- CBS Public Affairs(NY); Prod- Bill Weinstein; Assoc Prod- Arthur Morse; Dir- Roger Englander; Researcher- Stanford Mirkin; Writer- Arthur Barron. (Program title is used thru the courtesy of The Baltimore Sun, which carried a column of that name written by the late Frank R. Kent).

CBS- 6:30-7pm NYT & LAT, this date only; SPECIAL - The Twentieth Century - "October Classic" - FILM; 117 stations net, 36 delayed. (Preempts Air Power, this date only). Pre-season, pre-World Series (Cont'd on next page)



THIS WEEK(Cont'd)

Sunday (Sept 28)

CBS- "October Classic" (Cont'd from previous page): program featuring the eight top series thrills of the past as seen by sports columnist Walter "Red" Smith and described by former baseball star Phil Rizzuto.

§ SPONSOR- Prudential Insurance Co of America thru Reach, McClinton & Co.

§ PKGR- CBS Public Affairs(NY); Prod- Burton Benjamin; Assoc Prod- Isaac Kleinerman; Continuity- Earle Luby; Research- John Gilligan; Film Research- Don Miller, Mel Stuart; Film Ed- Harold Silver.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Day of Awe; previously listed (see page 73) for Sept 14, Sun, 4-4:30pm NYT; postponed to and presented Sept 21, Sun, 5-5:30pm NYT.

Cheyenne (Alt Tue, 7:30-8:30pm NYT & LAT) New series begins Sept 23; was seen in re-run during the summer (see Television Index card). Approx 120 stations net and delayed. Change sponsor info: (one-half of first three programs)- National Carbon Division, Union Carbide Corp., thru William Esty Co., Inc(NY). (one-half of each program, starting Nov 4)- Johnson & Johnson thru Young & Rubicam, Inc (NY); Acct Superv- Milford Baker. (participation in each program)- Harold F. Ritchie, Inc(Brylcreem, other hair products) thru Kenyon & Eckhardt, Inc(NY). Other periods sustaining. Add production credits: Dirs- Alan Crosland, Leslie H. Martinson, others; Writers- Alan Lipscomb and Bob Fisher, James O'Hanlon, others. Add Ty Hardin as series co-star in role of "Bronco" Layne.

CBS- General Electric Theater (Sun, 9-9:30pm NYT & LAT) Add Harry Tugend as head of an independent production unit to produce special programs, apart from the regular production staff.

Integration: Battle in the Courts; SPECIAL Sept 17; Wed, 7:30-8pm NYT, this date only; LIVE & FILM; to the net. (Preempted Twilight Theatre, this date only).

§ Special news report on the legal maneuvering between federal and state authorities over the school integration crisis, with Howard K. Smith as anchorman.

§ Sustaining.

§ PKGR- CBS News(NY); Prod & Dir- Av Westin.

The \$64,000 Question; RETURN Sept 21; Sun, 10-10:30pm NYT & LAT, Weekly; LIVE; no. of stations not available. (Replaces The \$64,000 Challenge, last show Sept 14). § Hal March is m.c. for this high money quiz show, which returns to a new day and time. The program debuted June 7, 1955, Tuesdays, 10-10:30pm NYT, and was seen in that time until it left for the summer after the June 24, 1958 show. § ALTERNATE SPONSORS- 1) Revlon, Inc (Various Products) thru Warwick & Legler, Inc(NY, producing agency). 2) P. Lorillard Co (Kents) thru Lennen & Newell, Inc(NY).

§ PKGR- Entertainment Productions, Inc(NY); Exec Prod- Steve Carlin; Prod- Mert Koplin; Assoc Prod- Ben Kagan; Dir- Seymour Robbie; Music Dir- Norman Leyden.

The Phil Silvers Show - "You'll Never Get Rich" (Fri, 9-9:30pm NYT; 8-8:30pm LAT) New series begins Sept 26; was seen in re-run during the summer (see Television Index card) Change alternate sponsor: R. J. Reynolds Tobacco Co (Camel Cigarettes) thru William Esty Co., Inc(NY) will alternate with Schick, Inc (Electric Shavers, Lighters) thru Benton & Bowles, Inc(NY); Acct Superv- George Simons. Change production credits: Writers- Billy Friedberg (head), Terry Ryan, Neil Simon, Coleman Jacoby, Arnie Rosen. Add Music Dir- John Strauss.



OTHER NETWORK CHANGES (Cont'd)

CBS- Father Knows Best; NETWORK CHANGE Sept 22; Monday, 8:30-9pm NYT (7:30-8pm LAT); FILM; no. of stations not available. (Replaces Masquerade Party, last show Sept 15). § Robert Young and Jane Wyatt star in the situation comedy, which returns for its new season this date. Program has been seen in re-runs during the sun in its former time spot on the NBC net, Wednesdays, 8:30-9pm NYT, last NBC show Sept 17. The program originally debuted over the CBS net on October 3, 1954 and moved to NBC on Aug 31, 1955. (See Television Index card, NBC net). Agency information change: delete "All" as a Lever Bros. product on show.

Du Pont Show of the Month; RETURN Sept 22; nine shows during the season on various days; season premiere, Sept 22, Mon, 9:30-11pm NYT (8:30-10pm LAT); LIVE from NY; no of stations not available. (Preempts Frontier Justice, 9:30-10pm NYT, and Studio One in Hollywood, 10-11pm NYT, this date only). Of the nine shows during this season (10 last year), seven will again be produced by Talent Associates, Ltd., with the remaining two to be produced by CBS. (See Television Index card).

The Lineup; RETURN Sept 26, Friday, 10-10:30pm NYT (9-9:30pm LAT); FILM; 122 stations net, 60 delayed. (Replaces Undercurrent, last show Sept 19). New series begins this date (see Television Index card). Sponsor and agency changes: Full weekly sponsor is now The Procter & Gamble Co (Cheer, Ivory Soap, Gleem); Cheer thru Young & Rubicam, Inc(NY); Acct Exec- Alden Gardner. Gleem and Ivory Soap thru Compton Advertising, Inc(NY); Acct Execs- John Cross(Gleem), Frank Snell(Ivory). Production credits remain the same.

NBC- The Restless Gun (Mon, 8-8:30pm NYT & LAT) New series begins Sept 22; was seen in re-run during the summer (see Television Index card). Sponsor changes: ALTERNATE SPONSORS- 1) Procter & Gamble Co (Jiff Peanut Butter) thru Leo Burnett Co., Inc(Chi); Acct Exec- Pete Katz. 2) National Brands Div (Bayer Aspirin) Sterling Drug, Inc thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Superv- George Tormey; Acct Exec- A. W. Spence.

The Californians (Tue, 10-10:30pm NYT & LAT) New series begins Sept 23; was seen in re-run during the summer (see Television Index card). Added to cast as regulars with star Richard Coogan, are Carole Mathews as a young widow and Arthur Fleming as a lawyer friend of the star.

The Bob Cummings Show (Tue, 9:30-10pm NYT & LAT) New series begins Sept 23; was seen in re-run during the summer (see Television Index card). Sponsor change: R. J. Reynolds Tobacco Co (Winston) thru William Esty Co., Inc(NY) is now full sponsor.

Dragnet; SCHEDULE CHANGE Sept 23; to Tue, 7:30-8pm NYT & LAT; was seen Thu, 8:30-9pm NYT & LAT. New series begins this date; was seen in re-runs in its former time spot during the summer (see Television Index card). Sponsor change: ALTERNATE SPONSORS- 1) Bulova Watch Co thru McCann-Erickson, Inc(NY); Acct Exec- Tom Byrne. 2) Alternate week sustaining, with Bell & Howell Co (Cameras) thru McCann-Erickson, Inc(Chi) sponsoring a program in November and one in December.

Groucho Marx - You Bet Your Life; TITLE & SCHEDULE CHANGE Sept 25; to Thu, 10-10:30pm NYT & LAT. New series begins this date; was seen in re-run during the summer in its former time, Thu, 8-8:30pm NYT & LAT, as The Best of Groucho. Previous regular season title was You Bet Your Life (see Television Index card). Sponsor changes: ALTERNATE SPONSORS- Lever Bros Co (Wisk) thru Batten, Barton Durstine & Osborn, Inc(NY); Agcy Superv- Don Schwab(LA). 2) Toni Co (Prom Home Permanent) thru North Advertising, Inc(Chi); TV Acct Rep- Frank Higgins(NY).



TALENT SHOWSHEET AND SCRIPT REPORT - SEPTEMBER 22 - SEPTEMBER 28

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Ozzie and Harriet, Adventures of Robin Hood, Alcoa-Goodyear Theatre, Broken Arrow, Burns and Allen, Richard Diamond Private Detective, Alfred Hitchcock Presents, Leave It To Beaver, Mr. Adams and Eve, People's Choice, Real McCoys, Thin Man, Wagon Train, Zorro.

**PREVIOUS WEEK - ADDITIONS AND DELETIONS:**

STUDIO ONE IN HOLLYWOOD; Monday September 15; CBS 10pm - DELETE: Tommy Rettig; ADD: Buzz Martin JUBILEE, U.S.A.; Saturday September 20; ABC 8pm - ADD: Smiley Burnette(S-C).

LAMP UNTO MY FEET; Sunday September 21; CBS 10am - ADD: The Upside Down Man; (0) Lorraine Reiffel; with Fred Scolley, Frances Sternhagen, Walter Matthews, Kevin Coughlin, and Rey de la Torre(M); (SD).

LOOK UP AND LIVE; Sunday September 21; CBS 10:30am - ADD: The Sound of Freedom; (Third in four-part series devoted to the history of Jewish music); with Alfredo Antonini conducting the CBS Orchestra, and the Mary Anthony Dance Group.

CAMERA THREE; Sunday September 21; CBS 11:30am - ADD: Notes from the Underground; (O) Feodor Dos-toevski; (A) Robert Herridge; (First of three parts); with Michael Kane; (SD).

SPECIAL: Sunday September 21; ABC 5pm - The Day of Awe; (0) Will Lorin; with Leo Penn, Wesley Addy, Woodrow Parfrey, Gerald Hiken, Everett King, Paula Bauersmith, Lois Van Saetor, Jill Kraft, Michael Wager, Martin Brandt, Ethel Everett; Whitfield Connor is narrator; Dir - Jack Sameth.

Northwest Passage; Sunday September 21; NBC 7:30pm - ADD: The Red Coat; with regulars & Patrick McNee, Roger Til; (SW&SD).

ED SULLIVAN SHOW; Sunday September 21; CBS 8pm - DELETE: Richard Boone(A), Robert Iglesias and Company(D); ADD: Gale Storm(S-A).

STEVE ALLEN SHOW; Sunday September 21; NBC 8pm - ADD: Loretta Young(A), Perry Como(S), Fred Astaire(D).

CHEVY SHOW; Sunday September 21; NBC 9pm - DELETE: Stan Freberg(C); ADD: Carol Burnett(C), Edie Foy(C).

MONDAY SEPTEMBER 22  
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Restless Gun  
(John Payne)

NBC 8pm

RETURN: NEW SEASON: Regular in this series is Mr. Payne. Jebediah Bonner; (O) Will Cook (based on a character created by Frank Burt); (A) John Payne; with James Best, Dennis Holmes, Carlyle Mitchell, Edith Evanson, Read Morgan, Don Harvey, Jean Allison; Dir - Edward Ludwig.

## Father Knows Best

CBS 8:30pm (7:30)

RETURN: NEW NETWORK: Regulars in this series are Robert Young, Jane Wyatt, Elinor Donahue, Billy Gray, Lauren Chapin. Premiere episode with regulars & Robert Chapman, June De Roche. Writers - Roswell Rogers, others; Dir - Peter Tewksbury.

VOICE OF FIRESTONE

ABC 9pm

Lisa Della Casa(S), Richard Tucker(S), Giuseppe Campora(S),  
Anna Moffo(S).

Peter Gunn  
Craig Stevens)

NBC 9pm

PREMIERE: Regulars in this series are Mr. Stevens, Lola Albright, Hope Emerson, Herschel Bernardi. The Kill; (0) Blake Edwards; with regulars & Gavin McLeod, Jack Weston, John Truax, Sam Scar, Bill Chadney, Byron Kane, Joe Bassett, Charles Maxwell; Dir - Blake Edwards.

## POLKA-GO-ROUND

ABC 9:30pm

## Moravian Folk Dancers.



MONDAY SEPTEMBER 22 (Cont'd)

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DU PONT SHOW OF THE MONTH

CBS 9:30pm(8:30)

RETURN: NEW SEASON: Harvey; (O) Mary Chase; (A) Jacqueline Babbin & Audrey Gellen; with Art Carney, Marion Lorne, Loring Smith, Elizabeth Montgomery, Larry Blyden, Charlotte Rae, Ruth White, Fred Gwynne, Jack Weston, Katherine, Raht, Ray Bramley; Dir - George Schaefer.

Suspicion

NBC 10pm

The Eye of Truth; RE-RUN of 3/17/58. LAST SHOW.

TUESDAY SEPTEMBER 23

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Cheyenne  
(Ty Hardin)

ABC 7:30pm

RETURN: NEW SEASON: Regular in this series is Mr. Hardin. The Besieged; (O) Alan Lipscomb & Bob Fisher; with Claude Akins, Sue Randall, Jack Elam, Robert Warwick, Allen Case, Terry Rangne, House Peters, Jr, Stewart Bradley; Dir - Alan Crosland, Jr.

Dragnet  
(Jack Webb)

NBC 7:30pm

RETURN: NEW DAY & TIME: Regulars in this series are Mr. Webb, Ben Alexander. Writers - James Moser, Frank Burt, Michael Cramoy, others; Dir - Jack Webb. Premiere show cast to be announced.

GEORGE GOBEL SHOW

NBC 8pm

RETURN: NEW SEASON: Regulars on this show are Mr. Gobel, The Petites(S), Fred Albeck(A). Guests for premiere show are: Keeley Smith(S), Jim Backus(C), Leo Durocher. Writers - Norman Lear, Tom Koch, Phil Green, Leo Solomon, Dan Beaumont; Dir - Norman Abbott.

Life and Legend of Wyatt Earp (Hugh O'Brian)

ABC 8:30pm

The Peacemaker; with regulars & Ralph Sanford, William Phipps, Donald Murphy, Walter Maslow, Damian O'Flynn, Bill Baucom, Bill Catching, Rico Alaniz; (SW&SD).

ARTHUR GODFREY SHOW

CBS 9pm(8)

PREMIERE: Regulars on this show are Mr. Godfrey, Tony Marvin(Anncr), Frank Westbrook Dancers. Guests for premiere show are: Peggy King(S), Jackie Cooper(A), The Axidentals (S); Dir - Mel Ferber.

Colgate Theatre

NBC 9pm

Macready's Woman; with Jane Russell, Don Durant, Sean McClory, Jonathan Harris.

Bob Cummings Show

NBC 9:30pm

RETURN: NEW SEASON: Regulars on this series are Mr. Cummings, Rosemary DeCamp, Ann B. Davis, Dwayne Hickman. Bob and Schultzy Reunite; with regulars & Barbara Nichols. Writers - Paul Henning, Dick Wesson; Dir - Bob Cummings.

The Californians  
(Richard Coogan)

NBC 10pm

RETURN: NEW SEASON: Regulars in this series are Mr. Coogan, Arthur Fleming, Carole Mathews. Dishonor for Matt Wayne; (O) Carey Wilber; with regulars & R. G. Armstrong, Harry Antrim, Douglas Dumbrille, Jan Shepard, Stacy Keach, John Danler, Fred Coby, Charles Horvath, James Parneil, Robert B. Williams, Ashley Cowan; Directors - Paul Stewart, Paul Henried, Sean McClory, Jacques Tourneur.

WEDNESDAY SEPTEMBER 24

mmmmmmmmmmmmmmmmmmmm

PLYMOUTH SHOW STAR-  
RING LAWRENCE WELK

ABC 7:30pm(8)

with regulars & Marilyn Zubow(M).

THE DEFENDER

CBS 8pm

Two-part RE-RUN (KINE) of show starring Ralph Bellamy, previously seen on Studio One on 2/25/57 & 3/4/57.

Donna Reed Show

ABC 9pm(9:30)

PREMIERE: Regulars on this series are Miss Reed, Carl Betz, Paul Peterson, Shelley Fabares. Weekend Trip; (O) Phil Leslie; with regulars & Jack Kelk, Howard Wendell, Alice Reinhardt, Louise Lewis, Hugh Corcoran; Dir - Andrew McCullough.

KRAFT MYSTERY  
THEATRE

NBC 9pm

Riddle of a Lady; (O) Anthony Gilbert; (A) Jerome Cooper-smith; with David Hurst, David White, Nancy Marchand, Lisa Daniels, Lee Richardson; Dir - Jack Klugman.

OLDSMOBILE SHOW  
(Patti Page)

ABC 10pm

PREMIERE: Regular on this show is Miss Page, Matt Mattox (D). Guests for premiere show are: Walter Pidgeon(A), Melissa Hayden(D). Writers - Sheldon Keller, Lou Salaman; Dir - David Geisel.







MULTIPLE & ACROSS-THE-BOARD SHOWS (Cont'd)  
 mmmmmmmmmmmmmmmmmmmmmmmmmmmmm

COUNTY FAIR (Bert Parks)	NBC 4:30pm(2:30)	<u>PREMIERE:</u> Regulars on this show are: Mr. Parks as m.c., Ken Williams(barker-anncr), Bill Gale(conductor). Christie Logan is guest for the first week. 9/22 - Eileen Barton(S); 9/24 - Betty Ann Grove(S); 9/26 - Anita Wood(S). Writers - Bob Carman, Mike Marmer, Larry Miller; Dir - Joe Durand.
JACK PAAR SHOW	NBC 11:15pm	9/22 - Kay Thompson(S-C), Marion Marlowe(S); 9/23 - Jack Haskell(S), Cliff Arquette(C); 9/24 - Theodore(C), Marion Marlowe(S); 9/25 - Johnny Desmond(S), Cliff Arquette(C); 9/26 - Marion Marlowe(S), Gypsy Rose Lee.
SATURDAY SEPTEMBER 27 mmmmmmmmmmmmmmmmmmmmmmmm		
GEORGE HAMILTON IV SHOW	CBS 12N(10:30am)	Denise Lor(S), Danny Costello(S).
TRUE STORY	NBC 12N(4pm)	<u>The Sad Blackmailer;</u> (O) Bob Corcoran; with Stephen Elliott, Melba Rae, Jay Barney, Don Fellows.
DICK CLARK SHOW	ABC 7:30pm(9:30)	Valerie Carr(S), Bobby Freeman(S).
Perry Mason (Raymond Burr)	CBS 7:30pm(6:30)	<u>The Case of the Lucky Loser;</u> with regulars & Tyler MacDuff, Douglas Kennedy; (SW&SD).
PERRY COMO SHOW	NBC 8pm	Ann Sheridan(A), Everly Brothers(S), Ray Walston(A), Arthur Schwartz(composer).
<u>Wanted - Dead or Alive</u> (Steve McQueen)	CBS 8:30pm(7:30)	with Joe DeSantis, Robert Griffin, Anna Novarro; (SW&SD).
Gale Storm Show	CBS 9pm(8)	with regulars & James Fairfax, Edgar Buchanan; (SW&SD).
Steve Canyon (Dean Fredericks)	NBC 9pm	<u>Operation Zero Launch;</u> with Ward Wood, Marion Ross, Doro Merande, Nelson Leigh; (SW&SD).
Have Gun, Will Travel (Richard Boone)	CBS 9:30pm(8:30)	with Charles Bronson, Grace Raynor, Celia Lovsky, Edmund Johnson, Harry Carey Jr, Junius Matthews, Marian Collier, Marcia Drake, Bob Tetric; (SW&SD).
Gunsmoke (James Arness)	CBS 10pm(9)	with regulars & Paul Langton, Frank De Kova; (SW&SD).
SUNDAY SEPTEMBER 28 mmmmmmmmmmmmmmmmmmmmmm		
Maverick (James Garner)	ABC 7:30pm	<u>Lonesome Reunion;</u> (O) Gene Levitt & Robert Mitchell; (A) Gene Levitt; with Joanna Barnes, Richard Reeves, John Russell, John Qualen, Clair Carleton, Byron Foulger, Robert Carson, Jon Lormer; Dir - Richard Bare.
Bachelor Father (John Forsythe)	CBS 7:30pm	with regulars & Joanna Moore, Shirley Mitchell, Sondra Rogers, Karl Swenson; (SW&SD).
Northwest Passage	NBC 7:30pm	<u>The Gunsmith;</u> with regulars & Larry Chance, Don Burnett, Lisa Gaye; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	Sacha Distel(S-M), Robert Iglesias & Company(D), Wayne & Shuster(C), Hermione Gingold(C), Julie Wilson(S), Sheeky Greene(C), Bobby Van(D), Los Chavales de Espagna(S), NY Yankee baseball stars.
STEVE ALLEN SHOW	NBC 8pm	Joan Davis(C), Jimmie Rodgers(S), Ray Anthony(M).
General Electric Theatre	CBS 9pm	<u>One is a Wanderer;</u> (O) James Thurber; (A) Samuel Taylor; with Fred MacMurray, Jeanne Shelley, James Westerfield, David Hoffman, George Keyman, Eve McVeagh; Dir - Herschel Daugherty.
Decision	NBC 10pm	<u>Man on a Raft;</u> (Based on character of Mike Shane created by Brett Halliday); with Mark Stevens, Robert Brubaker, Steve Mitchell, William Kendis, Mary Anders, Diane Brewster, Gage Clarke, Mary Adams, Bob Stevenson, Sherwood Price.



# ROSS REPORTS—TELEVISION INDEX

SEPTEMBER 24, 1958

VOLUME 10 NUMBER 39 A

EDITOR: Jerry Leichter

## PROGRAMS · ADVERTISERS · TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

## —MID-WEEK SPECIAL—

### NEWS - COMMENT - POSSIBILITIES

Peter Kortner will be the producer of the last Studio One in Hollywood, on Sept 29, with Buzz Kulik as director.....Marion Lorne joins the cast on the second Garry Moore Show, Oct 7, Tuesday, 10-11pm NYT and remains thereafter as a regular.....The new season production staff for U. S. Steel Hour, alternate Wednesdays, 10-11pm NYT, over CBS, includes George Kondolph and Alex Segal as producers, Bill Nichols as associate producer, Alex Segal and others handling direction, and Arthur Heinemann as script editor.....The first Timex All-Star Jazz Show of this season over CBS on Nov 10, Monday, 10-11pm NYT, will have everything but the kitchen sink in the way of pop jazz names. Hoagy Carmichael and Bob Crosby will be co-m.c.'s and starring with previously announced stars Louis Armstrong, Anita O'Day and Les Brown and his band will be Lionel Hampton, Gene Krupa, Jane Morgan, Bob Crosby leading the Bobcats, Chico Hamilton and his Quintet and trumpeter Roy Eldridge.....Today will have a network TV first on Oct 8, Wednesday, 7-9am NYT, when the entire two-hour program will originate live within a mental institution. The telecast, first in a series of reports scheduled for every three weeks on Wednesdays on mental health problems in the U. S., will be from Central Islip State Hospital, Central Islip, N. Y. The mental institution is the second largest hospital in the world. The first program, from the hospital, will feature interviews with psychiatrists and other specialists and also interviews with adult patients.

Westerns and quiz programs should take a back seat in the TV scheme of things when it comes to heavy saturation of a type of programming. The most specialized form since puppets had their heyday is the courtroom program or arbitration or conciliation-type of meeting. They have been on the radio and TV nets for years, have been important public service programs for local stations (when connected with local law enforcement or judicial groups) and are now bursting out in increasing numbers on local stations and nets. One of the big problems in scheduling the programs is finding a title that will not conflict with one previously used. Several network programs using "court" in the title have not been shown in some cities where local programs have the same names, to avoid conflict. The earliest of the "courtroom" programs on TV was Phillips Lord's Black Robe series and since those early days there have been and are: Public Defender, Traffic Court, Court of Human Relations, Courtroom, Juvenile Court, They Stand Accused and its latter-day successor, The Verdict Is Yours; On Trial, Divorce Court, Court of Small Claims, Police Station, The Time and The Place, Confession, Parole, Perry Mason, Court of Last Resort, Criminal Court, Day in Court, plus others still to come. This multiplicity of titles and program themes creates problems at the networks in checking clearances and rights, to avoid conflicts with old programs. Among the specialists who have to check this type of program is Kay Murphy, manager of literary rights at ABC in New York, who maintains a checklist of titles that pertain to courtroom-type programs. One day there may even be a Supreme Court to handle the cases referred from the lower "courts."

- Page 1 -

(MORE)



Pursuit, CBS' new one-hour taped drama program for Wednesdays, 8-9pm NYT, has had its debut set back to Oct 22. The program is setting a production schedule that will permit the taping to be done about two and a half weeks before airing so that there will always be two programs ready when the season does get underway. As an interim program, because of the delayed debut, CBS is scheduling another Studio One kine for Oct 15, "Dead of Noon," which starred Richard Boone and Cameron Prud-homme. .... Mel Allen and Curt Gowdy will be the commentators for NBC's telecasts of the World Series baseball games, which start in Milwaukee on Oct 1. Perry Smith will produce the telecasts for NBC.. .

ABC's "Operation Daybreak", the expansion of live programming starting Oct 13 will include the following programs: All Monday thru Friday: 11-11:30am NYT, Day in Court, presenting dramatic re-creations of civil and criminal court trials, produced by Station KABC-TV(LA), originating in LA with Pete Robinson as exec producer. 11:30am-12:30pm NYT, The Peter Lind Hayes Show, starring Hayes and his wife, Mary Healy, and performing guests in informal entertainment, produced by Frank Musiello for Peter Lind Hayes, Inc., originating in NY. 12:30-1pm NYT, Mother's Day, presenting a panel of three mothers as experts in the practical mechanics of homemaking, to be produced by Carl Jampel for Shamrock Productions, Inc., originating in NY. 1-1:30 pm NYT, The Liberace Show, with the star playing the piano, informally chatting with guests and acting as host for the program, supported by Steve Dunne as announcer, to be produced by Gil Rodin for Don Fedderson Productions, and originating in LA. 2-2:30pm NYT, Chance for Romance, will have John Cameron Swayze as host, introducing mature men to mature women in a friendship program. 3-3:30pm NYT, Beat the Clock, with Bud Collyer as m.c. comes to a new net for a run on the air that started in March, 1950. A seventh program, to fill the 1:30-2pm NYT spot, has not been confirmed as yet.

The more than 17 sponsors who have signed up for the new ABC daytime spread will have a unique sponsorship pattern in that they will not confine their sponsorships to one specific program (some will), but they may exchange spots with the other advertisers to reach audiences on any of the programs.

Herb Sussan has been named director of special programs for NBC in NY, reporting to Robert Lewine, v.p., TV network programs.....Ed Roberts, former Eastern story editor for CBS, started teaching a course last Saturday at the Yale School of Drama as visiting critic in TV playwriting (Drama 23). Roberts had previously taught at Yale while with BBDO, prior to his CBS position. He is also engaged in several independent writing projects.

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# ROSS REPORTS—TELEVISION INDEX

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## —WEEKLY REPORT—

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (Sept 29)

CBS - 8-8:45am NYT, Mon thru Fri; 9:30-10:30am NYT (9-10am LAT), Sat; RETURN - Captain Kangaroo - LIVE from NY; no of stations not available. (Mon thru Fri show replaces local programs which filled in for the summer. The Saturday program was seen via taped programs during the summer). § Children's variety series with Bob Keeshan as Captain Kangaroo, host and star of the series, with Lumpy Brannam and puppeteer Gus Allegretti.

§ SPONSORS- Segment and participating. See latest Monthly Program Analyses.

§ PKGR- Robert Keeshan Associates, Inc(NY) with CBS-TV; Prod- Robert E. Claver; Assoc Prod- Bill Kelly, David Connell; Dir- Peter Birch; Sets- Bob Gunlach; Writers- Robert Claver, Bob Colleary.

CBS - 8:45-9am NYT, Mon thru Fri; RETURN - Richard C. Hottelet With the News - LIVE from NY; to the net. § Up-to-the-minute news, including late overseas reports, with Hottelet also conducting live interviews with headline personalities. The program, before summer hiatus, was called CBS Morning News.

§ Sustaining.

§ PKGR & Prod- CBS News(NY); Dir- Vern Diamond.

CBS - 8-8:30pm NYT (7-7:30pm LAT), Weekly; DEBUT - The Texan - FILM; approx 133 stations net, 43 delayed. (Replaces The George Burns and Gracie Allen Show, last show Sept 22). § Rory Calhoun stars as Big Bill Longley, one of the fastest guns in the Southwest after the Civil War, with various supporting casts.

§ SPONSOR- Brown & Williamson Tobacco Corp (Viceroy, Kool Cigarettes) thru Ted Bates & Co., Inc(NY); Acct Execs- John Doherty(Kool); David Loomis(Viceroy).

§ PKGR- Rorvic Productions(LA); Film Prod- Desilu Productions, Inc., at Desilu Culver, Culver City, Calif.; Prod- Jerry Stagg; Dir- Jerry Thorpe; Sets- William Stevens; Writers- Various.

NBC - 10-10:30pm NYT & LAT, Weekly; RETURN - The Arthur Murray Party - LIVE(COLOR) from NY; no. of stations not available. (Replaces Suspicion, 10-11pm NYT, last show Sept 22. No net service for second half-hour). § Variety program with Kathryn Murray as hostess, featuring top name stars in specialties and in dance contests. The program has been seen on all nets; debuted over CBS on July 3, 1950 and was on the NBC net from April 9 thru Sept 16, 1957, its last showing.

§ SPONSOR- P. Lorillard Co (Newport Filters) thru Lennen & Newell, Inc(NY); Acct Exec- Dale Anderson.

§ PKGR- Kaar Productions, Inc(NY); Exec Prod- Jack Philbin; Assoc Prod- Lee Reynolds; Dirs- Barry Shear, Coby Ruskin (for Mrs. Murray); Music Dir- Ray Carter; Sets- Jan Scott; Choreog- John Butler, others; Casting- Coby Ruskin.



THIS WEEK(Cont'd)

Monday (Sept 29)

NBC- 9:30-10pm NYT & LAT, Alt Weeks; RETURN - Goodyear Theater - FIIM; 102 stations net, 15 delayed. (Previous version of this program with a different star format and different productions were seen during the summer in re-run, last show Sept 15). § Drama anthology series with top name stars in dramas produced by various production units. The program alternates with Alcoa Theater (new season starts Oct 6); dramas from the same source under a different program title.

§ SPONSOR- The Goodyear Tire & Rubber Co thru Young & Rubicam, Inc(NY); Acct Exec- John Burns.

§ PKGR & Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Calif.; Exec Prod- William Sackheim; Prods- James Fonda, William Froug, Winston O'Keefe; Dirs- Various; Story Ed- Bud Kaye; Writers- Various.

Tuesday (Sept 30)

ABC- 5:30-6pm NYT & LAT, Tue & Thu; TITLE DEBUT - Walt Disney's Adventure Time - FIIM; approx 148 stations net and delayed. (Replaces Tue & Thu segments of Mickey Mouse Club; Mon, Wed, Fri segments continue). § Re-runs of serials and adventure films originally shown as part of Mickey Mouse Club.

§ SPONSORS- Net participations. See latest Monthly Program Analyses.

§ PKGR & Film Prod- Walt Disney Productions at Walt Disney Studios, Burbank, Calif.; Exec Prod- Walt Disney; Prod- Bill Walsh; Dir- William Beaudine.

ABC- 9-9:30pm NYT & LAT, Weekly; DEBUT - The Rifleman - FIIM; approx 140 stations net and delayed. (Replaces Broken Arrow, last show Sept 23). § Chuck Connors stars in the title role as rancher Lucas McCain, with Johnny Crawford as his son, Mark McCain.

§ CO-SPONSORS- (one-third program each, weekly) 1) The Procter & Gamble Co (Tide) thru Benton & Bowles, Inc(NY, producing agency); Acct Exec- Jack Bernhardt. 2) Miles Laboratories, thru Geoffrey Wade Advertising(Chi); Acct Exec- Robert Dwyer. 3) Ralston Purina Co (Cereals) thru Gardner Advertising Co(St. Louis); TV Acct Rep- Roland Martini(NY).

PKGR- Sussex with Four Star Films, Inc; Film Prod- Four Star Films, Inc., at Fox Western Ave Studios, Hollywood, Calif.; Prods- Jules Levy, Arthur Gardner; Dirs- Arnold Laven, others; Music- Herschel Burke Gilbert; Writers- Sam Peckinpah, others; Script Ed- Nina Laemmle.

ABC- 9:30-10pm NYT & LAT, Weekly; DEBUT - Naked City - FIIM; approx 64 stations net and delayed. (Replaces Midwestern Hayride, last show Sept 23). § John McIntire as Lt. Dan Muldoon and James Franciscus as detective Jim Halloran co-star in detective dramas set in New York City; with Suzanne Storrs, Harry Bellaver and Alison Marshall in featured roles.

§ ALTERNATE SPONSORS- 1) Brown & Williamson Tobacco Corp (Viceroy, Kool Cigarettes) thru Ted Bates & Co., Inc(NY); Acct Execs- John Doherty, David Loomis. 2) The Quaker Oats Co thru J. Walter Thompson Co(Chi).

§ PKGR & Film Prod- Screen Gems, Inc., at Biltmore Studios, New York; Prod- Herbert B. Leonard; Assoc Prod- Sam Manners; Dirs- Jerry Hopper, Stuart Rosenberg, Douglas Heyes, others; Asst Dir- John Zane; Script Ed & Chief Writer- Stirling Silliphant; Theme By- George Duning, Ned Washington.

CBS- 7:30-8pm NYT, Weekly; TITLE DEBUT - Stars in Action - FIIM; to the net. (Replaces Name That Tune, which moves to Monday, 7:30-8pm NYT; 6:30-7pm LAT; effective Sept 29, in turn replacing Adventures of Robin Hood, which moves to Saturday, 11:30am-12noon NYT, effective Oct 4). § Re-runs of films previously seen as part of Schlitz Playhouse on the CBS net.

§ Sustaining.

§ PKGR- MCA-TV; Film Prod- Revue Productions, Inc., in Hollywood, Calif.



THIS WEEK(Cont'd)

Tuesday (Sept 30)

CBS- 10-11pm NYT (9-10pm LAT), Weekly; DEBUT - The Garry Moore Show - LIVE from NY; 164 stations live and tape. (Replaces Bid 'n' Buy, 10-10:30pm NYT, last show Sept 23). § Garry Moore is host for a new comedy-variety program, with Marion Lorne as a featured regular, and weekly guest stars; backed by a singing and dancing chorus. Durward Kirby is the regular program announcer. § SPONSORS- (weekly half-hour) Revlon, Inc (All Products) thru C. J. La Roche & Co., Inc (NY, agency of record); Acct Exec- Jerome V. Roscoe; also products thru Warwick & Legler, Inc (NY) and thru Emil Mogul Co., Inc (NY). ALTERNATE SPONSORS- (alt week half-hour each) 1) Kellogg Co thru Leo Burnett Co., Inc (Chi); Acct Supervs- James Weber, Roy Lang. 2) Pittsburgh Plate Glass Co (Mirrors, Glass, Chemical, Paint, Fiber Products, etc., Institutional) thru Batten, Barton, Durstine & Osborn, Inc (Pitt); Acct Exec- Harry P. Vieth. § PKGR- Red Wing Productions, Inc (NY) with CBS-TV (NY); Prod- Ralph Levy; Asst to Prod- Charlotte Paley; Assoc Prods- Leon Mirell, Herb Sanford; Alt Dir- Frank Bunetta, Lewis Freedman; Assoc Dir- Mack Bing; Music Dir- Howard Smith; Choral Dir- Buster Davis; Feature Ed- Marcia Durant; Choreog- Paul Godkin; Set Design- Charles Lisanby, Gary Smiths; Sets- John Pickette, Ken Krausgill; Costumes- Donn Fischer; Writers- Vincent Bogert (head), Will Glickman, Herb Finn, John Tackaberry; Special Material- Arnold Horwitt, Irvin Graham, others.

NBC- 8-9pm NYT & ALT, Alt Weeks; RETURN - The Eddie Fisher Show - LIVE (COLOR) from LA; 154 stations live and tape. (Alternates with The George Gobel Show, which returned Sept 23; see page 80). § Music-variety show starring singer Eddie Fisher, with top name guest stars.

§ SPONSOR- Liggett & Myers Tobacco Co (Chesterfield) thru McCann-Erickson, Inc (NY); Acct Exec- James Kleid.

§ PKGR- Ramrod Productions, Inc with NBC-TV (LA); Prod & Co-Dir- George Englund; Assoc Prod- Bernie Rich; Co-Dir- Grey Lockwood; Assoc Dir- Rick Oxford; Music Dir- Buddy Bregman; Music Adv- Eddie Samuels; Art Dir- Larry Klein; Choreog- Alex Romero; Writers- Ken Englund, Bobbie O'Brien.

NBC- 10:30-11pm NYT & LAT, this date only; SPECIAL - World Series Special - LIVE from Milwaukee; 103 stations live and tape. § Mel Allen is m.c., presenting stars of both teams appearing in the World Series, team managers and commentators familiar with the Yankees and Braves; also film clips of past series.

§ SPONSOR- National Carbon Div, Union Carbide Corp (Prestone Anti-Freeze, Ever-ready Products) thru William Esty Co., Inc (NY); James T. Behan.

§ PKGR- NBC Sports; Exec Prod- Charles G. Mortimer; Prod- Martin Stone; Assoc Prods- Harvey Fishman, Leon Newman.

Wednesday (Oct 1)

ABC- 9:30-10:30pm NYT (10-11pm LAT), this date only; SPECIAL - The Bing Crosby Show - LIVE from LA; 180 stations live and tape. (Preempts The Oldsmobile Show, 9:30-10pm NYT, and Wednesday Night Fights, 10-10:45pm NYT, this date only). § Musical revue starring Bing Crosby, with guests Patti Page, Dean Martin, Mahalia Jackson, the Norman Luboff Choir and dancers Tom Hanson and Thelma Tadlock. § SPONSOR- Oldsmobile Division, GMC, thru D. P. Brother & Co (Det); TV Acct Rep- Ken Manuel (Det); Comm Superv- Mel Furney (NY).

§ PKGR- Bing Crosby Productions (LA); Exec Prod- Bing Crosby; Prod & Dir- Bill Colleran; Music Dir- Buddy Cole; Choral Dir- Norman Luboff; Writer- Bill Morrow; Special Material- Sammy Cahn; Special Effects- John Hoppe.

NBC- 2:45-approx 5:45pm NYT, Oct 1, 2 (10:45am-1:45pm LAT); SPECIAL - 1958 World Series Games - LIVE from Milwaukee; 173 stations live. Games telecast from NY on Oct 4, starting 12:45pm NYT and Oct 5, starting 1:45pm NYT, will be in COLOR. If necessary games will also be telecast Oct 6 from NY and Oct 8 and 9 from Milwaukee at times noted. (Continued on next page).



THIS WEEK(Cont'd)

Wednesday(Oct 1)

NBC- 1958 World Series (Cont'd from previous page): § Mel Allen and Curt Gowdy handle the commentary for the 1958 World Series games between the American League champion N. Y. Yankees and the National League champion Milwaukee Braves, best in four out of seven games. Oct 3 and 7 are open for travel.  
§ SPONSOR- Gillette Safety Razor Co (Razors, Foamy) thru Maxon, Inc (Detroit); TV Acct Rep- Edwin Wilhelm (NY).  
§ PKGR- NBC Sports; Prod- Perry Smith; Dir- Harry Coyle.

Thursday(Oct 2)

ABC- 9-9:30pm NYT & LAT, Weekly; RETURN - Pat Boone Chevy Showroom - LIVE from NY; 195 stations live and tape. (Replaces The Chevy Showroom starring Andy Williams, last show Sept 25). § Musical-variety show starring singer Pat Boone, returns for its second season, with top name guest stars each week.  
§ SPONSOR- Chevrolet Division, GMC, thru Campbell-Ewald Co., Inc (Detroit); Acct Exec- Hugh Lucas; TV Acct Rep- Peter Miranda (NY).  
§ PKGR- Cooga Mooga Productions, Inc (NY); Prod & Dir- Bill Hobin; Assoc Prod- Bob Scheerer; Music Dir- Mort Lindsey; Choral Dir- Artie Malvin; Sets- Romain Johnston; Costumes- Al Lehman; Choreog- Bill Foster; Writers- Jerry Seelen, Bill Gammie, Tony Webster.

ABC- 9:30-10pm NYT & LAT, Weekly; DEBUT - Rough Riders - FILM; 120 stations net and delayed. (Replaces Navy Log, last show Sept 25). § Adventure series set in the post-Civil War years, co-starring Kent Taylor as Capt. Jim Flagg, Jan Merlin as Lt. Kirby, and Peter Whitney as St. Buck Sinclair, ex-soldiers.  
§ SPONSOR- P. Lorillard Co (Old Gold Filters) thru Lennen & Newell, Inc (NY); Acct Exec- David Laux.  
§ PKGR & Film Prod- Ziv Television Programs, Inc., Hollywood, Calif; Exec Prod- Maurice Unger; Prod- Vernon Clark; Dir- Eddie Davis, others; Dir of Photog- Monroe Askins; Writers- Various.

CBS- 8:30-9pm NYT (7:30-8pm LAT), Weekly; DEBUT - Yancy Derringer - FILM; 102 stations net, 15 delayed. (Replaces The Verdict Is Yours, 8:30-9:30pm NYT, last evening show Sept 25. Second half-hour is replaced by Dick Powell's Zane Grey Theatre, changing schedule). § Action-adventure series set in the post-Civil War era in the New Orleans area, starring Jock Mahoney in the title role, with X. Brands as a Pawnee Indian, and Kevin Hagen as John Colton. Julia Adams and Frances Bergen are featured in several episodes.

§ SPONSOR- S. C. Johnson & Son, Inc (Glo-Coat, Stride, Pride) thru Needham, Louis & Brorby, Inc (Chi); Acct Execs- Carl Shem (Glo-Coat); Dan Welch (Stride, etc)  
§ PKGR- Derringer Productions, Inc (LA); Film Prod- Sharpe & Lewis Productions, at Desilu Culver Studios, Culver City, Calif.; Creators & Prods- Richard Sale, Mary Loos; Assoc Prod- A. E. Houghton, Jr.; Dir- Various; Dir of Photog- Charles Straumer; Music- Leon Klatzkin; Writers- Mary Loos, Richard Sale.

NBC- 9-9:30pm NYT & LAT, Weekly; DEBUT - Behind Closed Doors - FILM; 163 to 168 stations order, net and delayed. (Replaces The People's Choice, last show Sept 25). § Dramatizations of American counter-espionage stories, based on the files and experiences of Rear Admiral Ellis M. Zacharias, USN (Ret), with Bruce Gordon playing Commander Matson, program host and story teller.

§ ALTERNATE SPONSORS- 1) Whitehall Laboratories, Div of American Home Products Corp (Anacin, Dristan); Anacin thru Ted Bates & Co., Inc (NY, agency of record); Acct Exec- John Benham; Dristan thru Bryan Houston, Inc (NY). 2) Liggett & Myers Tobacco Co (L&M Filters) thru Dancer-Fitzgerald-Sample, Inc (NY); Acct Exec- C. L. Fitzgerald.

§ PKGR- Jane Gallu Productions; Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood; Prod- Sam Gallu; Dirs- Sam Gallu, Paul Wendkos, John Peyser; Tech Advisor- Rear Adm. Ellis M. Zacharias, USN (Ret); Writers- Various.



THIS WEEK(Cont'd)

Friday (Oct 3)

CBS - 8:30-9pm NYT (7:30-8pm LAT), Weekly; DEBUT - The Jackie Gleason Show - LIVE from NY; 144 stations live and tape; 8 delayed. (Replaces Destiny, last show Sept 26). § Jackie Gleason is star of the comedy-variety show, featuring comedian Buddy Hackett, and occasional guest stars, including people associated with previous versions of Gleason TV shows. The new show, although featuring some of Gleason's well-known characterizations, will not include "The Honeymooners" sketches.

§ ALTERNATE SPONSORS- 1) Lever Bros. Co (Stripe, Lux Products) thru J. Walter Thompson Co(NY); TV Acct Rep- Storrs Haines. 2) Pharamaceuticals, Inc (Geritol, Devarex, Aqua Velva) thru Parkson Advertising Agency, Inc(NY); TV Acct Rep- Don Blauhut.

§ PKGR- Jackie Gleason Enterprises, Inc(NY); Prod- Stanley Poss; Dir- Frank Satenstein; Assoc Dir- Bruce Minnix; Music Dir- Ray Bloch; Prog Anncr- Jack Lescoulie; Set Design- Richard Rychtarik; Writers- Marvin Marx, Walter Stone, Howard Tedder; Theme Music- Jackie Gleason.

CBS - 9:30-10pm NYT (8:30-9pm LAT), Alt Weeks, DEBUT - Lux Playhouse - FILM; 111 stations net, 20 delayed. (Replaces alternate week showings of Schlitz Playhouse, which continues alternate weeks with its new season starting Oct 10). § Drama anthology with top name stars and different casts each week. It is the new alternate week title with a new sponsor for dramas also shown as Schlitz Playhouse.

§ SPONSOR- Lever Bros Co (Lux Products) thru J. Walter Thompson Co(NY).

§ PKGR- MCA-TV; Film Prod- Revue Productions, Inc., at Republic Studios, Hollywood, Calif.; Prods- Jules Bricken, Joseph T. Naar, Peter Packer; Dirs- Various; Dir of Photog- Jack Russell, others; Writers- Various.

Sunday (October 5)

ABC - 4:30-5pm NYT & LAT, Weekly; RETURN - Bowling Stars - FILM; no of stations not available. § Joe Wilson is commentator for match game competition between the nation's top bowling stars, filmed at Faetz-Niesen in Chicago.

§ SPONSOR- American Machine & Foundry Co (Bowling Products) thru Cunningham & Walsh, Inc(NY); Acct Exec- Russell K. Jones.

§ PKGR & Film Prod- Championship Productions, Inc(Chi) with American Machine & Foundry Co.; Exec Prod- Matt Niesen; Dir- Ed Kasper; Prod Superv- John Keown.

ABC - 8:30-9pm NYT & LAT, Weekly; DEBUT - Lawman - FILM; approx 150 stations net and delayed. (Replaces Anybody Can Play, which moves to Monday, 9:30-10pm NYT & LAT, effective Oct 6, in turn replacing Polka-Go-Round, last show Sept 29). § New Western series starring John Russell as Marshal Dan Troop and Peter Brown as deputy Johnny McKay, with Laramie as the locale.

§ ALTERNATE SPONSORS- 1) R. J. Reynolds Tobacco Co (Camel) thru William Esty Co., Inc(NY); Acct Exec- Thomas Luckenbill. 2) General Mills, Inc (Cheerios, Hi-Pro Cereal, G.M.K.T. Flour) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Execs- Joe Holmes(Cheerios), Dick Whidden(Hi-Pro), Stuart Upson(Kitchen-Tested Flour).

§ PKGR & Film Prod- Warner Bros. TV Division, at Warner Bros Studio, Burbank, Calif.; Prod- Jules Schermer; Dirs- Stuart Heisler, Monty Pittman, others.

ABC - 9:30-10:30pm NYT, Weekly for min of 4 weeks; DEBUT - Encounter - LIVE from Toronto; to the CBC and ABC nets. (Replaces Open Hearing, 9:30-10pm NYT, last show Sept 28.) § Special series of one-hour live dramas originating in the Toronto studios of the Canadian Broadcasting Corp., starring leading Canadian actors. The drama series has been playing since 1953 on the CBC.

§ Sustaining.

§ PKGR- Canadian Broadcasting Corp (assoc in the U.S. with Showcase Productions, Inc, NY, for ABC); Superv Prod- Esse W. Ljungh.



OTHER NETWORK CHANGES & ADDITIONS

ABC- Mickey Mouse Club; SCHEDULE CHANGE Sept 29; Mon, Wed, Fri, 5:30-6pm NYT & LAT. Has been seen Mon thru Fri in these time periods (see Walt Disney's Adventure Time, page 86). New season starts, effective Sept 29.

The Adventures of Ozzie and Harriet (Wed, 8:30-9pm NYT; 9-9:30pm LAT) New series begins Oct 1; has been seen in re-runs during the summer in previous 9-9:30 pm NYT spot, with new time effective Sept 24 (see The Donna Reed Show, page 80). (See Television Index card). Add sponsor change: co-sponsor with Eastman Kodak Co., effective Sept 24 is The Quaker Oats Co thru J. Walter Thompson Co(Chi).

Tales of the Texas Rangers; RETURN Oct 2, Thursdays, 5-5:30pm NYT & LAT. New series begins this date (see Television Index card). Previous Sunday showings ended with June 22, 1958 program. Sponsor change: Sweets Co of America is sole sponsor. Flav-R-Straws ended its alt week sponsorship in 1957.

Leave It To Beaver; NET CHANGE Oct 2; Thursdays, 7:30-8pm NYT & LAT, Weekly; also begins new season this date. Program was previously seen over CBS, Wed, 8-8:30 pm NYT, last CBS show Sept 17, and was seen in re-run during the summer. (see Television Index card, CBS). Add sponsor changes: 1) Ralston Purina Co (Dog Chow) thru Gardner Advertising Co(St. Louis). 2) Miles Laboratories, Inc (One-A-Day Vitamins, Alka-Seltzer) thru Geoffrey Wade Advertising(Chi).

The Real McCoys (Thu, 8:30-9pm NYT & LAT) New series begins Oct 2; was seen in re-run during the summer (see Television Index card).

CBS- The Red Skelton Show; RETURN Sept 30, Tue, 9:30-10pm NYT; 8:30-9pm LAT, Weekly; LIVE or FILM. (Replaces Spotlight Playhouse, last show Sept 23). (See Television Index card). Skelton returns for his sixth CBS season.

Armstrong Circle Theatre (Alt Wed, 10-11pm NYT; 9-10pm LAT) New series begins Oct 1; was seen via re-runs of kines during the summer; alternates with The U.S. Steel Hour. (see Television Index card). Production change: Robert Costello is now exec producer, with Jacqueline Babbin upped to producer.

I Love Lucy; RETURN Oct 2; Thu, 7:30-8pm NYT (6:30-7pm LAT), Weekly; FILM; no. of stations not available. (Replaces Sergeant Preston of the Yukon, last show Sept 25). § Re-runs of the situation comedy series starring Lucille Ball & Desi Arnaz. Last seen over the CBS net, Wed, 7:30-8pm NYT; last show May 28, 1958. Also seen during summer over CBS in selected re-runs as Top Ten Lucy Shows, Mon, 9-9:30pm NYT; 8-8:30pm LAT.

§ SPONSORS- 1) Pillsbury Corp thru Campbell-Mithun, Inc(Minn). 2) Clairol, Inc (Hair Coloring) thru Foote, Cone & Belding(NY).

§ PKGR & Film Prod - Desilu Productions, Inc., Hollywood, Calif.

December Bride; RETURN Oct 2; Thu, 8-8:30pm NYT (7-7:30pm LAT), Weekly; FILM; 137 stations net, 31 delayed. (Replaces Richard Diamond Private Detective, last show Sept 25). § Spring Byington stars in the situation comedy series after summer hiatus; program was previously seen Mon, 9:30-10pm NYT (see Television Index card), last Mon show June 30, 1958.

Dick Powell's Zane Grey Theatre; RETURN Oct 2; Thu, 9-9:30pm NYT (8-8:30pm LAT), Weekly; FILM; no. of stations not available. (Replaces second half-hour of The Verdict Is Yours, 8:30-9:30pm NYT, last show Sept 25). § Dick Powell is host and occasional star in this Western anthology drama series; returning after summer hiatus; program was previously seen Fri, 8:30-9pm NYT (see Television Index card), last Fri show July 11, 1958. Alternate sponsor change: General Foods Corp will alternate for the new season with S. C. Johnson & Son, Inc (Waxes and other products) thru Benton & Bowles, Inc(NY).

Alfred Hitchcock Presents (Sun, 9:30-10pm NYT & LAT) New series begins Oct 5; was seen in re-run during the summer. (Continued on next page)



OTHER NETWORK CHANGES (Cont'd)

CBS- Alfred Hitchcock Presents (Cont'd from previous page): (See Television Index card). Agency and sponsor info changes: Bristol-Myers Co (Bufferin, Ban, Ipana, Ipana Plus, Vitalis, Mum, Mum Mist); Bufferin thru Young & Rubicam, Inc (NY, agency of record); Ban thru Batten, Barton, Durstine & Osborn, Inc (NY); Ipana, Ipana Plus, Vitalis, Mum, Mum Mist thru Doherty, Clifford, Steers & Shenfield, Inc (NY). Production information changes: Prod- Joan Harrison; Assoc Prod- Norman Lloyd; Dirs- Robert Stevens, Arthur Hiller, Paul Henreid, Don Taylor, Norman Lloyd; Dirs of Photog- Lionel Lindon, Jack Russell, Jack Warren; Story Eds- (West) Mae Livingston, at Revue; (East) Art Semon, at MCA, NY).

NBC- Wagon Train (Wed, 7:30-8:30pm NYT & LAT) New series begins Oct 1; was seen in re-runs during the summer (see Television Index card). Sponsor information changes: ALTERNATE SPONSORS- (one-hour alt weeks) Ford Division, Ford Motor Co thru J. Walter Thompson Co (Detroit); Acct Exec- W. Eldon Hazard; TV Acct Rep- Dan Seymour (NY). 2) (Half-hour alt weeks) National Biscuit Co thru McCann-Erickson, Inc (NY). Production information changes: Exec Prod- Richard Lewis; Prod- Howard Christie. Add: Dir of photog- Benjamin H. Kline; Art Dir- Howard E. Johnson.

The Ford Show; RETURN Oct 2; Thu, 9:30-10pm NYT & LAT; LIVE from LA; no. of stations not available. (Replaces Buckskin, last show Sept 25). § Tennessee Ernie Ford returns with his music-comedy show and weekly guests after summer vacation. (see Television Index card). Production information changes: No exec producer. Prod & Dir- Bob Finkel; Music Dir- Harry Geller; Writers- Danny Arnold, Howard Leeds; Costumes- Ret Turner.

The Dinah Shore Chevy Show; RETURN Oct 5; Sun, 9-10pm NYT & LAT; LIVE (COLOR) from LA. (Replaces the summer edition of The Chevy Show, last show Sept 28). § Dinah Shore returns with her musical variety show and top name guest stars after summer vacation (see Television Index card). Production information change: Prod & Dir- William Asher.

The Loretta Young Show; RETURN Oct 5; Sun, 10-10:30pm NYT & LAT; FILM. (Replaces Decision; last show Sept 28). § Loretta Young returns as hostess and frequent star of this weekly anthology drama series after summer hiatus. (See Television Index card). Production information changes: Pkgr & Film Prod- Toreto Films, Inc., at Samuel Goldwyn Studios, Hollywood, Calif.; Prod- John London; Assoc Prod- Jack Murton; Dirs- Richard Morris, others; Music Dir- Herchel Burke Gilbert; Dir of Photog- Norbert Brodine; Story Ed & Asst to Prod- Ruth Roberts; Art Dir- Frank Sylos; Writers- Various.

Northwest Passage (Sun, 7:30-8pm NYT & LAT) Add alternate week sponsor: Radio Corp of America (All Products) thru Kenyon & Eckhardt, Inc (NY); TV Acct Rep- Clint Wheeler. Sponsorship was effective Sept 21; alternate week continues sustaining.

Twenty-One; SCHEDULE CHANGE Sept 25; Thu, 8:30-9pm NYT & LAT; program was previously seen Mondays, 9-9:30pm NYT (see page 79, Peter Gunn). Production info changes (see Television Index card): Assoc Prod- Gloria Anne Rade; Dir- Grant Johnston.







MONDAY SEPTEMBER 29 (Cont'd)  
 mmmmmmmmmmmmmmmmmmm

<u>Alcoa-Goodyear Theatre</u>	NBC 9:30pm	<u>RETURN: NEW SEASON:</u> <u>The Chain and The River</u> ; (O) Gilbert Wright (from his story "Madman's Chain"); (A) Harold Jack Bloom; with Paul Douglas, Patty McCormack, Claudia Bryar, Maurine McCormack; Dir - David Greene.
STUDIO ONE IN HOLLYWOOD	CBS 10pm	<u>Image of Fear</u> ; (O) Leslie Stevens; (A) James P. Cavanaugh; with Eugenia Leontovich, Lili Darvas, Rod Taylor, Nina Foch, John Van Dreelan, Celia Lovsky, Anna Lee, Donald Harron, Richard Merrill; Dir - Buzz Kulik.
ARTHUR MURRAY PARTY (Kathryn Murray)	NBC 10pm	<u>PREMIERE:</u> Kathryn Murray is hostess for this show. Guests this week are: Teresa Brewer(S), Martel & Mignon(D), Ricardo Montalban(A), Dan Dailey(D), Franchot Tone(A), Susan Strasberg(A); Dir - Barry Shear.
<b>TUESDAY SEPTEMBER 30</b> mmmmmmmmmmmmmmmmmmmm		
Sugarfoot (Will Hutchins)	ABC 7:30pm	(O) Harold Medford; with Jerry Paris, Venetia Stevenson, Allen Case, Harry Antrim, Lane Chandler, Don Gordon; Dir - Leslie H. Martinson.
Dragnet (Jack Webb)	NBC 7:30pm	<u>Big Sweet Annie</u> ; with regulars & Jeanette Nolan; (SW&SD).
EDDIE FISHER SHOW	NBC 8pm	<u>RETURN: NEW SEASON:</u> Regular on this show is Mr. Fisher. Guests this week are: Jerry Lewis(C), Ernie Kovacs(S), Noelle Adams(D), The Four Saints(M-C). Writers - Ken Englund, Bobby O'Brien; Directors - George Englund, Grey Lockwood. Helen Gallagher(S-D) is additional guest.
<u>Life and Legend of Wyatt Earp</u> (Hugh O'Brian)	ABC 8:30pm	<u>The Bounty Killer</u> ; with regulars & Ashley Cowan, Steve Pendleton, Trevor Bardette, Jean G. Harvey, Hal Baylor, Roy Bancroft, Kenne Duncan; (SW&SD).
<u>The Rifleman</u> Chuck Connors)	ABC 9pm	<u>PREMIERE:</u> Regulars in this series are Mr. Connors, Johnny Crawford. <u>The Sharpshooter</u> ; (O) Sam Peckinpah; with regulars & Sidney Blackmer, Leif Erickson, Dennis Hopper, R. G. Armstrong, Charles Arnt, Mickey Simpson, Kathleen Mulqueen, Virginia Aldridge; Dir - Arnold Laven.
ARTHUR GODFREY SHOW	CBS 9pm(8)	Eddie Hodges(S), The Axidentals(S), Dorothy Ashby Trio(M).
<u>Colgate Theatre</u>	NBC 9pm	<u>Claudette Colbert Show</u> ; with Miss Colbert, Leif Erickson, Maudie Prickett, Herb Butterfield, Shelley Fabares, Eric Anderson.
<u>Naked City</u>	ABC 9:30pm	<u>PREMIERE:</u> Regulars in this series are: John McIntire, James Franciscus, Suzanne Storrs, Harry Bellaver, Alison Marshall. <u>Meridian</u> ; (O) Stirling Silliphant; with regulars & Joey Walsh, Pat De Simone; Dir - Jerry Hopper.
RED SKELTON SHOW	CBS 9:30pm (8:30)	<u>RETURN: NEW SEASON:</u> Regular on this show is Mr. Skelton. Guests this week are: Liberace(M), Sandra Giles(A), Robert Eyer(A). Writers - Sherwood Schwartz, Jesse Goldstein, Dave O'Brien; Dir - Seymour Berns.
<u>Bob Cummings Show</u>	NBC 9:30pm	<u>Bob and the Dumb Blonde</u> ; with regulars & Barbara Nichols, Dick Wesson, Lisa Davis; (SW&SD).
GARRY MOORE SHOW	CBS 10pm (9)	<u>PREMIERE:</u> Regulars on this show are Mr. Moore, Marion Lorne(A), Durward Kirby(anncr). Guests this week are: Red Skelton(C), Johnny Mathis(S), Janis Paige(S). Writers - Vincent Bogert, Will Glickman, Herb Finn, John Tackaberry; Alternate Directors - Frank Bunetta, Lewis Freedman.
<u>The Californians</u> (Richard Coogan)	NBC 10pm	<u>Mutineers From Hell</u> ; with regulars & Charles Aidman; (SW&SD).
<b>WEDNESDAY OCTOBER 1</b> mmmmmmmmmmmmmmmmmm		
<u>Wagon Train</u>	NBC 7:30pm	<u>RETURN: NEW SEASON:</u> Regulars in this series are: Ward Bond, Robert Horton, Frank McGrath, Terry Wilson. <u>Around the Horn</u> ; with regulars & William Bendix, Ernest Borgnine, Osa Massen, Sandy Descher.



WEDNESDAY OCTOBER 1 (Cont'd)  
 mmmmmmmmmmmmmmmmmmm

<u>Adventures of Ozzie and Harriet</u>	ABC 8:30pm (9)	<u>RETURN: NEW TIME:</u> Regulars in this series are: Ozzie, Harriet, David and Rick Nelson. <u>David Loses His Poise</u> ; with regulars & Janet Lake, Skip Young, James Stacy, Bob Bergdahl, Chris Olsen, Stuart Wilson, Rosemary Ace. Director & Head Writer - Ozzie Nelson.
<u>Donna Reed Show</u>	ABC 9pm(9:30)	<u>Pardon My Gloves</u> ; (0) Alan Lipscomb & Bob Fisher; with regulars & Mary Shipp, Kim Charney; Dir - Oscar Rudolph.
<u>KRAFT MYSTERY THEATRE</u>	NBC 9pm	<u>LAST SHOW.</u> <u>Presumption of Innocence</u> ; (0) Harry Julian Fink; with Coleen Dewhurst, Michael Wager, Phillip Abbott, John Boruff, Val Avery, Martin Rudy, Chet Leaming, Mildred Trae-ries, James Lipton, Lois Nettleton; Dir - Michael Dreyfuss.
<u>BING CROSBY SPECIAL</u>	ABC 9:30pm (10)	Guests are: Patti Page(S), Dean Martin(S), Mahalia Jackson (S), Tom Hanson & Thelma Tadlock(D). Writer - Bill Morrow; Director - Bill Coleran.
<u>ARMSTRONG CIRCLE THEATRE</u>	CBS 10pm(9)	<u>RETURN: NEW SEASON:</u> <u>The Case for Room 310</u> ; (0) Alvin Bor-etz; with Polly Rowles, Janet De Gore, Sharry Rubin, Robert Drivas, Joey Walsh, Chris Gampel, Barnard Hughes, Robert Mandan, Willis Pinkett; Dir - Paul Bogart.
THURSDAY OCTOBER 2 mmmmmmmmmmmmmmmmmm		
<u>Tales of the Texas Rangers</u>	ABC 5pm	<u>RETURN: NEW SEASON:</u> Regulars in this series are: Willard Parker, Harry Lauter. <u>Traitor's Gold</u> ; (0) Arthur Hoerl; with regulars & Steve Pendleton, Joe Bassett, Keith Richards, Richard Powers, Harry Harvey, Jr; Dir George Blair.
<u>Leave It To Beaver</u>	ABC 7:30pm	<u>RETURN: NEW NETWORK:</u> Regulars in this series are: Barbara Billingsley, Hugh Beaumont, Jerry Mathers, Tony Dow. <u>Beaver's Poem</u> ; with regulars & Rusty Stevens, Doris Packer. Writers - Joe Connolly & Bob Mosher; Director - Norman Tokar.
<u>December Bride</u> (Spring Byington)	CBS 8pm(7)	<u>RETURN: NEW DAY &amp; TIME:</u> Regulars in this series are: Miss Byington, Harry Morgan, Verna Felton, Dean Miller, Frances Rafferty. Premiere show: with regulars & Edgar and Frances Bergen, Bob Easton, Kathy Case; Dir - Fred De Cordova.
<u>Ed Wynn Show</u>	NBC 8pm	<u>The Crossing Guard</u> ; (0) Arthur Julian & Bill Davenport; with regulars & Howard Wright, Ross Ford, Elaine Edwards, Frank Wilcox, June White; Dir - Arthur Lubin.
<u>Real McCoys</u> (Walter Brennan)	ABC 8:30pm	<u>RETURN: NEW SEASON:</u> Regulars in this series are: Mr. Bren-nan, Richard Crenna, Kathy Nolan, Lydia Reed, Michael Winkel-man, Tony Martinez. <u>The New Car</u> ; with regulars & Madge Blake, Jesse White. Writers - Jack Elinson, Chuck Stewart; Bill Manhoff(Head); Dirs - Sheldon Leonard, Hy Averback.
<u>Yancy Derringer</u> (Jock Mahoney)	CBS 8:30pm(7:30)	<u>PREMIERE:</u> Regulars in this series are: Mr. Mahoney, X. Brands. Premiere episode with regulars & Kevin Hagen, Julie Adams. Writers - Mary Loos & Richard Sale; Dirs - Richard Sale, others.
<u>PAT BOONE CHEVY SHOWROOM</u>	ABC 9pm	<u>RETURN: NEW SEASON:</u> Regular on this show is Mr. Boone. Guests for premiere show: McGuire Sisters(S), Bert Wheeler (C), Cozy Cole(M), Joe Jones(M), Don Lamond(M). Writers - Jerry Seelen, Bill Gammie, Tony Webster; Dir - Bill Hobin.
<u>Dick Powell's Zane Grey Theatre</u>	CBS 9pm (8)	<u>RETURN: NEW DAY &amp; TIME:</u> Dick Powell is host for this series. <u>Trail to Nowhere</u> ; (0) Aaron Spelling; with Barbara Stanwyck, David Janssen, Paul Genge, Richard Shannon, Guy Wilkerson, Bill Quinn, Ian MacDonald, Stephen Chase, Martin Garralaga, Allan Pinson, Irene Calvillo; Dir - William D'Faralla.
<u>Behind Closed Doors</u> (Bruce Gordon)	NBC 9pm	<u>PREMIERE:</u> Bruce Gordon is host and storyteller for this series. <u>Cape Canaveral Story</u> ; (0) Paul Monash; with Joe Maross, Jacques Aubuchon, William Henry, Virginia Christine, Kathleen O'Malley, Peter Whitney, Gabriel Curtiz, Mark Snow; Dir - Paul Wendkos.



THURSDAY OCTOBER 2 (Cont'd)  
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MULTIPLE & ACROSS -THE -BOARD SHOWS (Cont'd)  
 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm

JACK PAAR SHOW	NBC 11:15pm	9/29 - Sylvia Simms(S), Hans Conried(A), Dody Goodman(C); 9/30 - Denise Lor(S), Pat Harrington Jr(C), Cliff Arquette (C), Elsa Maxwell; 10/1 - Louise O'Brien(S), Cliff Arquette (C), Thelma Ritter(A); 10/2 - Jack Haskell(S), Hans Conried(A); 10/3 - Virginia Graham(as sub m.c.), Louise O'Brien(S), Lilo(S).
SATURDAY OCTOBER 4 mmmmmmmmmmmmmmmmmmmmm		
TRUE STORY	NBC 12N(4pm)	<u>Till We Meet Again</u> ; (0) Irving Elman; with Vilma Kurer, Si Oakland, Maurice Kamhi.
DICK CLARK SHOW	ABC 7:30pm(9:30)	Dion and the Belmonts(S), Jimmy Clanton(S).
Perry Mason (Raymond Burr)	CBS 7:30pm(6:30)	<u>The Case of the Pint-Sized Client</u> ; with regulars & Bobby Clark, Eduardo Ciannelli; (SW&SD).
PERRY COMO SHOW	NBC 8pm	Jackie Dennis(S), Anne Jeffreys & Robert Sterling(A-S).
<u>Wanted - Dead or Alive</u> (Steve McQueen)	CBS 8:30pm(7:30)	with Alan Hale, Lewis Charles; (SW&SD).
Gale Storm Show	CBS 9pm(8)	<u>Painted in Paris</u> ; with regulars & Howard Wendell, Paul Maxey; (SW&SD).
Steve Canyon (Dean Fredericks)	NBC 9pm	<u>Project Heartbeat</u> ; (0) Sidney Green; (A) Robert L. Green; with Jacqueline Scott, Russell Johnson, Jason Wingreen, Cindy Robbins; (SD).
<u>Have Gun, Will Travel</u> (Richard Boone)	CBS 9:30pm(8:30)	with Scott Marlowe, Robert Armstrong, Paul Birch, John Larch, John Duke, Francis J. McDonald, Michael Hinn; (SW&SD).
Gunsmoke (James Arness)	CBS 10pm(9)	with regulars & J. Pat O'Malley, Harry Townes, Robert Gist; (SW&SD).
Turning Point	NBC 10pm	<u>PILOT FILM: Saddle Tramp</u> ; with William Joyce.
SUNDAY OCTOBER 5 mmmmmmmmmmmmmmmmm		
Lassie	CBS 7pm	with regulars & Russell Johnson; Dir - Leslie Selander.
Maverick (Jack Kelly)	ABC 7:30pm	<u>Alias Bart Maverick</u> ; (0) Douglas Heyes; with Richard Long, Arlene Howell, I. Stanford Jolley, Richard Reeves, Charlie Briggs, Jack Lomas, Hall Hopper; Dir - Douglas Heyes.
JACK BENNY SHOW	CBS 7:30pm	Phil Harris(M-C).
ED SULLIVAN SHOW	CBS 8pm	Danny Thomas(C), Frankie Laine(S), Patachou(S), Tina Robin (S), Rod Alexander & Bambi Lynn(D), Milwaukee Braves baseball stars.
<u>Shirley Temple's Storybook</u>	NBC 8pm	<u>Hiawatha</u> ; (Based on poem "The Song of Hiawatha," by Henry Wadsworth Longfellow); (A) Frank Gabrielson; with John Ericson, Pernell Roberts, J. Carroll Naish, Nyra Monsour, Katherine Warren, Robert Warwick, David Garcia, Read Morgan, Richard Hale; Dir - Mitchell Leisen.
Lawman (John Russell, Peter Brown)	ABC 8:30pm	<u>PREMIERE</u> : Regulars in this series are Mr. Russell, & Mr. Brown. <u>The Deputy</u> ; (0) Dean Riesner; with regulars & Bek Nelson, Edward Byrnes, Jack Elam, Lee VanCleef, Stanley Farrar, Lane Chandler, Rankin Mansfield; Dir - Montgomery Pittman.
General Electric Theatre	CBS 9pm	<u>Auf Wiedersehen</u> ; (0) Kurt Vonnegut, Jr; (A) Valentine Davies & Mr. Vonnegut; with Sammy David, Jr, Steve Perry, Karen Verne, Isaac L. Jones, Morris D. Erby, Charles Swain, Nick Stewart, Clyde Ventura, Gisele Verlaine; Dir - John Brahm.
DINAH SHORE CHEVY SHOW	NBC 9pm	<u>RETURN: NEW SEASON</u> : Guests are: Gwen Verdon(D), Louis Jourdan(A), Burl Ives(S-A), Art Carney(C-A); Dir - Bill Asher.
ENCOUNTER	ABC 9:30pm	<u>LIVE FROM TORONTO</u> : <u>Breakthrough</u> ; (0) Donald Jacks; with Don Francks, John Vernon, Lloyd Bochner.
Alfred Hitchcock Presents	CBS 9:30pm	<u>RETURN: NEW SEASON</u> : <u>Poison</u> ; (0) Roald Dahl; (A) Casey Robinson; with Wendell Corey, James Donald, Arnold Moss, Weaver Levy; Dir - Alfred Hitchcock.



# ROSS REPORTS—TELEVISION INDEX

OCTOBER 1, 1958

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EDITOR: Jerry Leichter

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—MID-WEEK SPECIAL—

RECEIVED

OCT 1 1958

## NEWS - COMMENT - POSSIBILITIES

NBC GENEVA LIBRARY

The Mennen Co thru Grey Advertising Agency, Inc (NY) will be a full-hour alternate week sponsor of CBS' Pursuit when the program makes its delayed debut on Oct 22, Wednesday, 8-9pm NYT. The taped drama program series was pushed into the breach by the net when its two planned science fiction series intended for the time block failed to get a nibble from sponsors. The Mennen buy takes the network off the hook -- and the program will be less expensive for the sponsor than a one-hour parlay for two film series in the spot.....Pursuit and similarly titled series appear to be an attempt on the part of the nets to take some imagined blight away from a straight drama show by pitching the menace and suspense angle and still present first-class dramas. CBS once had two hot live half-hours called Suspense and Danger, and in their day each garnered some high praise as showcases. If CBS West Coast expectations prove out, Pursuit could do the same for a resurgence of one-hour series, taped or live, as long as film expense keeps going up. Even if AFTRA makes its new contract demands stick, the extra expenses would not up live (and tape) budgets to current film cost levels.....Somewhat the same drift may be taking place at NBC, where early reviews of the first showing of The Further Adventures of Ellery Queen emphasized its attraction as a straight drama package, despite the continuing characterization of the detective of the title played by George Nader. Producer Albert McCleery, as if to prove that it wasn't the Ellery Queen package alone that kept him at NBC, is also busy prepping two half-hour series packages, each of which will have a pilot and 12 completed scripts before being offered for sale. Probably both will be live, but the pilots at least will be presented on tape. By the way, Les Tremayne will play the role of Inspector Queen in the Queen series, starting with the Oct 3 drama.

The new season is bringing in late additions and changes for production staffs as the end of the summer releases some production people, and others make last minute connections. CBS, pouring it on for Your Hit Parade, has set Bob Tamplin (from the Ed Sullivan staff) as associate producer; Clay Warnick as choral director and Peter Gennaro as choreographer. The appointments were announced by producer Perry Lafferty.....Robert Bendick, producer of NBC's Today from August, 1954, to September, 1955, will return to the post effective Oct 6, when the program changes format and some of the values of the show. The talent appearances on the show will be changed to more of a showcase for good unknowns. Charles Van Doren will be added as a regular on the show, conducting interviews, doing reviews and similar cultural bits. On the debit side, subtract Mary Kelly from the show staff. Recently upped to associate producer, the long-time program aide has resigned to become an agent handling top name variety talent.....ABC's Dick Van Dyke may become the net's "thin Dennis James," after he takes over the new Mother's Day series as host. The daytimer, part of the new live schedule, debuts Oct 13, Monday thru Friday, 12:30-1pm NYT, originating at the Latin Quarter in midtown New York.

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(MORE)

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NBC has come up with a format for its experimental news program scheduled to alternate with Omnibus on Sunday afternoons, 5-6pm NYT, starting Oct 19. Titled, NBC Kaleidoscope (working), the new program is intended not only as a departure in public affairs coverage and pictorial journalism, but it will also explore new forms and subjects in all fields of entertainment. The inauguration of the new fall schedule for Sunday afternoon will also signal the NBC end after its Oct 12 show of Youth Wants to Know, ending a seven year career on the air (often alternating with American Forum), both Ted Granik productions. Presentations of Sunday afternoon professional basketball, on the schedule for the first time this season, has ended all other mid-afternoon programming on Sunday for NBC. Back to Kaleidoscope. Charles Van Doren will be host for the show. The opening show, featuring top NBC news correspondents, and a future called "Projection '59," a look at next years possible news events, will both be produced by Chet Hagan. The straight news and news-feature programs in the series will be produced by Reuven Frank. The rest of the series, all the special features which will have varying production staffs, will be supervised by Herb Sussan, newly-named director of special programs.

ITC-TPA, the new name for the combination of Jack Wrather's Independent Television Corp and Television Programs of America, is flexing muscles to make itself the most active company in world-wide TV film production and distribution. ITC, organized several months ago by the Jack Wrather Organization and Associated Television, Ltd., of London, paid \$11,350,000 for the assets of TPA, and is reported to be in the market for one or more other production-distribution firms. The official merger of ITC and TPA was also the signal for the resignation of Michael A. Sillerman, the executive v.p. of TPA, although he had a contract which still had a year to run..... The shakeout long predicted for distribution organizations has already begun, but through mergers rather than any distinguished failures. Syndication costs and the need for larger financing for new series are making it necessary for smaller firms to combine to provide better avenues for financing the future competition among the new majors for the U. S. and world TV program markets.

Masquerade Party, which seems to have as many TV lives as the older Pantomime Quiz, returns to the air again over NBC on Oct 2, Thursday, 10:30-11pm NYT & LAT. It will be sponsored by P. Lorillard Co thru Lennen & Newell, Inc (NY), as a replacement for The \$64,000 Challenge, which was cancelled before it had time to open after ending its run on CBS. Bert Parks will be the m.c. for the Wolf Productions package, while the two feminine regular panelists will be Audrey Meadows and Laraine Day. The two male members of the panel will be announced later..... Although Ed Murrow has scheduled a four-way film-radio-telephone record of conversation between himself, India's Prime Minister Jawaharlal Nehru, British novelist Aldous Huxley and former N. Y. Governor Thomas E. Dewey for his Small World program's debut on Oct 12, Sunday, 6-6:30pm NYT, there will be reserve programs on hand for the opening just in case anything goes wrong with the international special. The program will have its film footage arriving in New York six days before the program goes on the air, to be edited down to the half-hour program length. The unusual technical problems in synchronizing filming and sound-recording in four different localities, make it necessary to have standby program footage on hand -- just in case.



# ROSS REPORTS - TELEVISION INDEX

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## THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (Oct 6)

CBS- 9:30-10pm NYT (8:30-9pm LAT), Weekly; DEBUT - The Ann Sothern Show - FILM; 158 stations net, 18 delayed. (Replaces Frontier Justice, last show Sept 29). § Ann Sothern stars as Katy O'Connor, assistant manager of a luxury hotel in New York City, with Ernest Truex as Jason Macauley, her boss, and Ann Tyrell as Olive, Katy's secretary and roommate.

§ SPONSOR- General Foods Corp (Instant Maxwell House Coffee, Post Cereals) thru Benton & Bowles, Inc(NY); Acct Superv- Ted Levenson; Acct Superv for Post- John Thomas; Acct Exec- Casey Jones (Instant Maxwell House); Prod Superv- Freddie Bartholomew.

§ PKGR & Film Prod- Anso with Desilu Productions, Inc., at Desilu Hollywood Studios, Hollywood, Calif.; Prod- Albert J. Cohen; Assoc Prod- Jack Aldworth; Dirs- Sidney Miller, Oscar Rudolph, others; Music Dir- Leith Stevens; Dir of Photog- Robert Pittack; Art Dir- William L. Stevens; Writers- Robert Weiskopf, Robert Schiller.

CBS- 10-11pm NYT (9-10pm LAT), seven times during season; RETURN - Lucille Ball-Desi Arnaz Show - FILM; 104 stations net, 6 delayed; 35 Canadian. (Replaces Studio One in Hollywood, last show Sept 29). § First of a series of seven special comedy hours, starring Ball and Arnaz, with Vivian Vance, William Frawley, Richard Keith and a top name guest star on each program. The programs will preempt Westinghouse Desilu Playhouse (debuting Oct 13).

§ SPONSOR- Westinghouse Electric Corp (All Appliances) thru McCann-Erickson, Inc(NY); Acct Superv- Carl Everett.

§ PKGR & Film Prod- Desilu Productions, Inc., at Desilu Hollywood Studios, Hollywood, Calif; Exec Prod- Desi Arnaz; Prod- Bert Granet; Assoc Prod- Jack Aldworth; Dir- Jerry Thorpe; Asst Dir- Jay Sandrich; Music Dir- Wilbur Hatch; Dir of Photog- Sid Hickox; Art Dir- Ralph Berger; Writers- Robert Weiskopf, Robert Schiller, Everett Freeman.

NBC- 6:30-7am all zones, Mon thru Fri; DEBUT - Continental Classroom - LIVE (TAPE) from NY; to the net. § College-level course in atomic age physics, carried as a course for credit by over 300 colleges and universities. The first semester will deal with the basic principles of classical physics; the second half-year devoted to atomic and nuclear physics. Dr. Harvey E. White, professor of physics, University of California at Berkeley, will conduct the course.

§ Sustaining, public service.

§ PKGR- NBC-TV with the American Assn of Colleges for Teacher Education; Program Superv- Edward Stanley; Prod- Dorothy Culbertson; Assoc Prod- Robert Rippen; Dir- Marvin D. Einhorn; Natl Coord for College Personnel- Dr. Edwin P. Adkins.



THIS WEEK(Cont'd)

Wednesday(Oct 8)

NBC- 9-9:30pm NYT & LAT, Weekly; DEBUT - Milton Berle Starring in the Kraft Music Hall - LIVE (COLOR) from LA; approx 120 stations live and tape. (Replaces first half-hour of Kraft Mystery Theatre, last show Oct 1). § Comedian Milton Berle stars in this comedy-variety show, featuring occasional top name guests and fresh talent.

§ SPONSOR- Kraft Foods (All Products), Div of National Dairy Products Corp thru J. Walter Thompson Co(Chi); Acct Superv- Thomas H. Wason.

§ PKGR- Milton Berle; Prod & Stager- Hal Kanter; Assoc Prod- Jerry Hausner; Dirs- Selwyn Touber, Hal Kanter; Asst Dir- Gene Law; Music Dir- Billy May; Art Dirs- E. Jay Krause, Robert Kelly; Writers- Hal Kanter, Hal Goodman, Larry Klein, Milt Josefsberg.

NBC- 9:30-10pm NYT & LAT, Weekly; DEBUT - Bat Masterson - FILM; approx 120 stations, net and delayed. (Replaces second half-hour of Kraft Mystery Theatre, last show Oct 1). § Gene Barry stars in the title role of the series based on the life of the famed U. S. marshal, Indian scout and gunfighter.

§ CO-SPONSORS- Kraft Foods, Div of National Dairy Products Corp thru J. Walter Thompson Co(Chi) and Sealtest Division (All Sealtest Brand products), National Dairy Products Corp thru N. W. Ayer & Son, Inc(NY); Acct Superv- Tom Watson.

§ PKGR & Film Prod- Ziv Television Programs, Inc., Hollywood, Calif.; Co-Pros- Frank Pittman, Andy White; Dirs- Walter Doniger, others.

Friday(Oct 10)

ABC- 9-9:30pm NYT & LAT, Weekly; DEBUT - Man With a Camera - FILM; 70 stations net and delayed. (Replaces a documentary film series). § Charles Bronson stars in the title role as Mike Kovac, a free lance photographer.

§ ALTERNATE SPONSOR- Photo Lamp Dept., Lamp Division, General Electric Co thru Grey Advertising Agency, Inc(NY). Alternate week sustaining.

§ PKGR- Sharpe & Lewis Productions with William Castle(LA); Film Prod- Sharpe & Lewis Productions at Desilu Culver Studios, Culver City, Calif.; Exec Prod- Warren Lewis; Prod- A. E. Houghton; Dirs- Gerald Mayer, others; Dir of Photog- Robert Hauser, Joe Novak; Writers- Various.

ABC- 9:30-11pm NYT & LAT (premiere only), 9:30-10:30pm NYT & LAT, Weekly; DEBUT- 77 Sunset Strip - FILM; 125 stations net and delayed. (Replaces Buick Action Theatre, 9:30-10pm, last show Oct 3; Scotland Yard, 10-10:30pm, last show Oct 3). § Efrem Zimbalist, Jr., stars as private detective Stuart Bailey in a mystery-adventure series. His home office is on Hollywood's famed "Strip." The first program, the hour-and-a-half special, is actually a feature film made prior to the series which involves many of the characters to be seen regularly in the series. The first hour-long series program will be seen Oct 17.

§ SPONSORS- 1) American Chicle Co (Rolaids, Chiclets, Clorets, Dentyne); all except Dentyne thru Ted Bates & Co., Inc(NY); Dentyne thru Dancer-Fitzgerald-Sample, Inc(NY). 2) Carter Products, Inc (Little Liver Pills, Arrid Whirl-In, Arrid Cream Deodorant), Pills, Whirl-In thru Ted Bates & Co., Inc(NY); Arrid Cream thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY). 3) Whitehall Laboratories, Div of American Home Products Corp (Anacin, Dristan), Anacin thru Ted Bates & Co., Inc(NY); Dristan thru Bryan Houston, Inc(NY). 4) Participation by Harold F. Ritchie, Inc (Brylcreem, other hair products) thru Kenyon & Eckhardt, Inc(NY).

§ PKGR- Warners TV Div, at Warner Bros. Studios, Brubank, Calif.; Prod- Howie Horwitz(series); Dir- Richard L. Bare, others; Writers- Various.

CBS- 7:30-8pm NYT (6:30-7pm LAT), Weekly; NET DEBUT - Your Hit Parade - LIVE from NY; 137 stations live and tape, 9 delayed. (Replaces The Boing-Boing Show, last show Oct 3). (Continued on next page)



THIS WEEK(Cont'd)

Friday (Oct 10)

CBS- Your Hit Parade (Cont'd from previous page): Johnny Desmond and Dorothy Collins star as host and regular singers on this new version of the program. The new format will include guest singers each week presenting current and standard song hits. The program originally debuted over NBC on TV on July 10, 1950; last show June 7, 1958.

§ SPONSOR- American Tobacco Co (Lucky Strike) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Superv- Thayer Cummings; Acct Exec- Don Rowe.

§ PKGR- American Tobacco Co with CBS-TV(NY); Prod- Perry Lafferty; Assoc Prod- Robert Tamplin; Dir- Norman Jewison; Music Dir- Harry Sosnik; Choral Dir- Clay Warnick; Choreog- Peter Gennaro.

Saturday (Oct 11)

NBC- 9:30-10:30pm NYT & LAT, Weekly; DEBUT - Cimarron City - FIIM; to the net.

(Replaces Turning Point, 9:30-10pm, last show Oct 4; Ted Mack's Original Amateur Hour, 10-10:30pm, last show Oct 4). § Story of a town in the territory of Oklahoma, co-starring George Montgomery as narrator and as Matthew Rockford, son of the town's founder; Audrey Totter as Beth Purcell who runs the town boarding house, and John Smith as Lane Temple, deputy sheriff and blacksmith. The three regular stars rotate in taking leads in each week's program, each of which will also star a top name guest.

§ Sustaining.

§ PKGR- MCA-TV; Film Prod- Revue Productions, Inc., at Republic Studios, Studio City, Calif.; Exec Prod- Richard Lewis; Prod- Felix Jackson, others; Dirs- Jules Bricken, others; Writers- Various.

Sunday (Oct 12)

ABC- 3:30-4:30pm NYT, Weekly; RETURN - Roller Derby - LIVE from NY; to the net.

§ Ken Nydell does the commentary and Pat Dillon will provide the color for matches staged at the 9th Regiment Armory, New York. The sport was originally telecast by ABC in 1949 and has been seen on network telecasts and on local stations from either the West or East Coasts since then.

§ Sustaining.

§ PKGR & Prod- ABC-TV; no production credits available.

ABC- 5-5:30pm NYT, Weekly; RETURN - Paul Winchell Show - LIVE from NY; approx 65 stations live, tape and delayed. § Ventriloquist Paul Winchell returns with his comedy-variety show, featuring guest variety acts each week.

§ CO-SPONSORS- 1) Hartz Mountain Products thru George H. Hartman Co(Chi). 2) General Mills, Inc (Cereals, Pancake Mixes) thru Dancer-Fitzgerald-Sample, Inc(NY).

§ PKGR- Dorwin Productions, Inc(NY); Prod & Dir- Don Appel; Music Dir- Milton DeLugg; Writers- Jay Jones, Bud Burtson, Howard Beck.

CBS- 6-6:30pm NYT & LAT, Weekly; DEBUT - Small World - FIIM; no. of stations not available. (Replaces The Search, last show Oct 5). § Edward R. Murrow engages in direct conversation with prominent people all over the world, through a blending of film, overseas radio and long distance telephone, edited in New York into a 30-minute program.

§ ALTERNATE SPONSORS- 1) Olin Mathieson Chemical Corp thru D'Arcy Advertising Co(NY); Acct Superv- James J. O'Neal. 2) Renault, Inc (French cars) thru Needham, Louis & Brorby, Inc(NY); Acct Exec- William Malone. (The sponsors alternate for the first 12 weeks, with Olin Mathieson sponsoring the next 14 weeks).

§ PKGR- Edward R. Murrow & Fred W. Friendly with CBS-TV(NY); Prods- Edward R. Murrow, Fred W. Friendly; Assoc Prod- Palmer Williams.



THIS WEEK(Cont'd)

Sunday (Oct 12)

NEC- 6:30-7:30pm NYT & LAT, this date only; SPECIAL - Swiss Family Robinson - LIVE from NY; no. of stations not available. (Replaces Outlook, 6:30-7pm, last show Oct 5; and Noah's Ark, 7-7:30pm, last show Oct 5). § Walter Pidgeon and Laraine Day star in a special dramatization of the Johan Wyss story. § SPONSOR- Rexall Drug, Inc (Retail stores, drugs) thru Batten, Barton, Durstine & Osborn, Inc(NY). § PKGR- Talent Associates, Ltd(NY); Prod- Alex March; Dir- William Graham.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Colt .45; RETURN Oct 5; Sun, 9-9:30pm NYT, Weekly; FILM; to the net. (Replaces Traffic Court, which moves to Thursday, 10-10:30pm NYT, effective Oct 9, in turn replacing Stars of Jazz, last show Oct 2). § Wayde Preston stars as Chris Colt in this Western adventure series. The program debuted over ABC on Oct 18, 1957; last show was April 11, 1958. The first group of films are re-runs. § Sustaining.

§ PKGR & Film Prod- Warners TV Division, at Warner Bros. Studio, Burbank, Calif; Prod- Cedric Francis; Dirs- Various.

Wednesday Night Fights (Wed, 10-10:45pm NYT; 6-6:45pm LAT) Brown & Williamson Tobacco Corp (Viceroy, Kool) thru Ted Bates & Co., Inc., becomes co-sponsor with Miles Laboratories, Inc., effective Oct 8. Last date for The Mennen Co., as co-sponsor with Miles, was Sept 24.

Zorro (Thu, 8-8:30pm NYT & LAT) New series begins Oct 9; was seen in re-runs during the summer (see Television Index card). Production info changes: William H. Anderson is now producer; with William Witney as director.

All-Star Golf; RETURN Oct 11; Sat, 5-6pm all zones, Weekly; FILM; 132 stations net and delayed. § Matches between leading golf pros, filmed at leading golf clubs throughout the country (see Television Index card). Last season's series debuted Oct 12, 1957 and ran thru April 5, 1958. Sponsor information change: Co-sponsor this season with Miller Brewing Co is Reynolds Metals Co thru Buchanan & Co (merged with Lennen & Newell, Inc(NY) as the Buchanan division).

CBS- Professional Football Kickoff; RETURN Sept 28; alt Sun, 1:45-2pm NYT (15 minutes before the pro football game telecasts); FILM; no of stations not available. § Johnny Lujack is host, presenting plays of the week and player interviews. § SPONSOR- Carter Products, Inc thru Sullivan, Stauffer, Colwell & Bayles, Inc § PKGR- TelRa Productions(Phila) with CBS-TV Sports Dept(NY).

The Danny Thomas Show; RETURN Oct 6; Mon, 9-9:30pm NYT; 8-8:30pm LAT, Weekly; FILM; approx 160 stations net and delayed. (Replaces The Top Ten Lucy Shows, last show Sept 29). § Danny Thomas returns for his second CBS season (see Television Index card), after summer hiatus.

High Adventure With Lowell Thomas; RETURN Oct 8, Wed, 8-9pm NYT; 7-8pm LAT; this date and three other dates to be announced this season; FILM; no. of stations not available. (See Television Index card). Producer of this season's first program is Lowell Thomas, Jr., with Jean-Philippe Carson as director.

Schlitz Playhouse (Alt Fri, 9:30-10pm NYT; 8:30-9pm LAT) New season begins Oct 10. Program is now seen alternate weeks under this title, alternating with Lux Playhouse (see page 89) which debuted Oct 3. Production credits are the same for both programs, (see Television Index card and page 80 for changes).

Camera Three (Sun, 11:30-11:55am NYT) John McGiffert becomes producer, effective Oct 12, succeeding Robert Herridge, who had been guest producer during August and September.



OTHER NETWORK CHANGES (Cont'd)

NBC- Masquerade Party; RETURN Oct 2; Thu, 10:30-11pm NYT & LAT, Weekly; LIVE (COLOR) from NY; no. of stations not available. § Panel quiz in which noted persons, disguised with makeup and costume, challenge members of a panel to guess their identity. Current panelists are Audrey Meadows, Laraine Day, Jan Murray and another male panelist to be announced. Program originally debuted on NBC, July 14, 1952. It has been on ABC and CBS nets, last on the latter for the past part summer, last show Sept 15, 1958.

§ SPONSOR- P. Lorillard Co (Kent) thru Lennen & Newell, Inc(NY).

§ PKGR- Wolf Productions, Inc(NY); Prod- Herb Wolf; Assoc Prods- Alan Gilbert, Dan Dayton, Jack Rubin; Dir- Lloyd Gross; Prog Anncr- Johnny Olsen; Costumes- Lou Eisle; Make-up- George Fiala, Bill Herman.

Dinah Shore Chevy Show (Sun, 9-10pm NYT & LAT) Add production credits: Current writing staff- Robert Wells, Johnny Bradford, Ray Brenner, Leo Townsend; Special Material- Robert Wells, Earl Brown; Music & Script Superv- Robert Wells. (see page 91).

Today (Mon thru Fri, 7-9am NYT & LAT) Robert Bendick named producer, effective Oct 6. Charles Van Doren joins the permanent cast the same day to do special reviews and interviews.

Alcoa Theatre (Alt Mon, 9:30-10pm NYT & LAT) New season begins Oct 6, with new anthology films from a different production firm than last season. Alternates weekly with Goodyear Theatre using films from the same source (see page 86).

§ SPONSOR- Aluminum Co of America thru Fuller & Smith & Ross, Inc(NY).

Buckskin; RETURN Oct 10; Fri, 7:30-8pm NYT, Weekly; FILM, no. of stations not available. (Replaces Jefferson Drum, which moves to Thursday, 7:30-8pm NYT, effective Oct 9.) § Western series concerning life in a small town in Montana in 1880, with Tommy Nolan as 10-year-old Jody O'Connell, and Sallie Brophy as his widowed mother, who runs a small boarding house. The series had been a summer replacement for The Ford Show and was last seen Sept 25, 1958 (see page 91). Repeat films will be shown with new films in the series starting Nov 28.

§ SPONSOR- Pillsbury Co thru Leo Burnett Co., Inc(Chi).

§ PKGR- Bedford Corp (LA); Film Prod- Revue Productions, Inc., at Republic Studios, Studio City, Calif.; Prod- Robert Bassler; Dir- Earl Bellamy; Dir of Photog- Bud Thackery; Creator & Writer- Harold Swanton.

Tic Tac Dough; SCHEDULE & SPONSOR CHANGE Oct 6; Mon, 7:30-8pm NYT & LAT. Program has been seen Thu, 7:30-8pm NYT & LAT. In its new spot it replaces the evening version of Haggis Baggis, last show Sept 29. Also effective Oct 6, The Procter & Gamble Co becomes full sponsor of the program.

Fury (Sat, 11-11:30am NYT; 9:30-10am LAT) New series begins Oct 11; program has been seen in re-runs during the summer (see Television Index card).

Watch Mr. Wizard; RETURN Oct 12; Sun, 2-2:30pm NYT, Weekly, LIVE from NY; to the net. Program has been seen via kines of previous programs during the summer, Sun, 4-4:30pm NYT, but during last season, its regular time was Sun, 1-1:30pm NYT (see Television Index card). Production info changes: PKGR- Prism Production, Inc(NY) with New York University; Prod & Writer- Don Herbert; Dir- Lynwood King; Art Dir- Otis Riggs; Sets- Frank Schneider.

NBC Football Scoreboard (Sat afternoons, following College Football) Add sponsor, effective Oct 11, also Nov 1, Nov 22, Nov 29 and Dec 6; all national telecasts. Kemper Insurance Co thru John W. Shaw Advertising, Inc(Chi).



TALENT SHOW SHEET AND SCRIPT REPORT - OCTOBER 6 - OCTOBER 12

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

EDDIE FISHER SHOW; Tuesday September 30; NBC 8pm - DELETE: Noelle Adams(D); ADD: Dean Fredericks.

ARTHUR GODFREY SHOW; Tuesday September 30; CBS 9pm - ADD: Louise O'Brien(S).

GARRY MOORE SHOW; Tuesday September 30; CBS 10pm - DELETE: Johnny Mathis(S); ADD: Gordon MacRae(S)

ARMSTRONG CIRCLE THEATRE; Wednesday October 1; CBS 10pm- DELETE: (As author) - Alvin Boretz; ADD: (As author) - Art Wallace; ADD CAST: Marion Winters, Billy Lou Watt, David Lang.

PAT BOONE CHEVY SHOWROOM; Thursday October 2; ABC 9pm - ADD: George Wettling(M), Ray Bauduc(M).

PLAYHOUSE 90; Thursday October 2; CBS 9:30pm - ADD CAST: Malcolm Atterbury, Marc Lawrence, Doug Henderson, Martha Wentworth, Mimi Gibson, Dick Elliott, Ellen Hardies, Richard Le Pore.

FURTHER ADVENTURES OF ELLERY QUEEN; Friday October 3; NBC 8pm - ADD: (O) Howard Rodman; with Mr. Nader, Illona Massey, Torin Thatcher, Les Tremayne, Theodore Marcuse, Richard Lupino, Robert Carricart, Herman Rudin, Harold Dyrenforth; Dir - Lamont Johnson.

COUNTY FAIR; NBC 4:30pm - ADD: 9/29 - Sid Gould(c).

JACK PAAR SHOW; NBC 11:15pm - ADD: 10/2 - Peggy Cass(A-C), Louise O'Brien(S); 10/3 - Harry Hershfield, Walter Kiernan, Willie Mays, Jackie Jensen.

DICK CLARK SHOW; Saturday October 4; ABC 7:30pm - ADD: Lou Monte(S), Duane Eddy(S), Bob Kayli(S).

PERRY COMO SHOW; Saturday October 4; NBC 8pm - ADD: Alan King(C), Richard Hayman(M).

LAMP UNTO MY FEET; Sunday October 5; CBS 10am - Macbeth; (O) William Shakespeare; Two scenes from the play will be done by Maureen Stapleton and Joseph Wiseman.

LOOK UP AND LIVE; Sunday October 5; CBS 10:30am - ADD: The Priesthood; (O) F. Scott Fitzgerald;  
(A) Charles Jackson; with Michael Constantine, Michelle Ray, Joseph Warren, Phillipa Bevans.

CAMERA THREE; Sunday October 5; CBS 11:30am - ADD: Notes from the Underground; (Last of three parts); with Michael Kane, Olga Bellin.

Preston. ADD as premiere show: A Time to Die; with Mr. Preston, Wayne Morris, Kenneth R. McDonald, Dan Blocker, John Day, Edwin Parker; (SW &SD).

Jack Green, Jay Shannon, Eric Christmas, John Paris, Hedley Mattingly, Larry Reynolds, Sharon Acker, Felicity Pearce, James Edwards, Norm Bornstein, Eric Heath; Dir - Ronald Weyman.

MONDAY OCTOBER 6  
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The Texan  
(Rory Calhoun) CBS 8pm(7) with regulars & Thomas Gomez, Bruce Bennett, Steve Terrell, Bob Burton; (SW&SD).

Restless Gun  
(John Payne) NBC 8pm Mercyday; with Gloria Talbott, Veda Ann Borg, Dan Blocker, Earle Hodgins, Betty Utey, Juney Ellis, Hal K. Dawson, John Dierkes, Robert Keys; (SW&SD).

Father Knows Best CBS 8:30pm(7:30) with regulars & Richard Eyer, Lenore Kingston, Sarah Selby.

VOICE OF FIRESTONE ABC 9pm Roberta Peters(S), John Raitt(S).



MONDAY OCTOBER 6 (Cont'd)  
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<u>Danny Thomas Show</u>	CBS 9pm(8)	<u>RETURN: NEW SEASON:</u> Regulars in this series are: Mr. Thomas, Marjorie Lord, Sherry Jackson, Rusty Hamer, Angela Cartwright. Premiere show with regulars & Jack Benny(C). Writers- Arthur Stander, others. Dir - Sheldon Leonard.
<u>Peter Gunn</u> (Craig Stevens)	NBC 9pm	<u>The Vicious Dog;</u> with regulars & Tyler McVey, Virginia Christine, Grace Albertson, Henry Hunter, Steven Conte, John Close, Paul Dubov, J. Pat O'Malley, Ollie O'Toole, Mario Cimino; (SW&SD).
<u>Ann Sothern Show</u>	CBS 9:30pm (8:30)	<u>PREMIERE:</u> Regulars in this series are: Miss Sothern, Ernest Truex, Ann Tyrrell, Jack Mullaney, Jacques Scott, Reta Shaw, Barry Gordon. Premiere show with regulars & Connie Stevens, Jimmy Hayes, Harry Chesire, Elvia Allman, Ralph Dumke; Writers - Robert Weiskopf, Robert Schiller; Dir - Oscar Rudolph
<u>Alcoa Theatre</u>	NBC 9:30pm	<u>Strange Occurrence at Rokesay;</u> (0) M. B. Kingsland; with John Kerr, Tom Helmore, Patrick Macnee, Richard Peel.
<u>Lucille Ball-Desi Arnaz Show</u>	CBS 10pm (9)	<u>SPECIAL.</u> (0) Bob Weiskopf, Bob Schiller, Everett Freeman. With Lucille Ball, Desi Arnaz, Vivian Vance, William Frawley, Richard Keith, Alan Costello, Maurice Chevalier(S); Dir - Jerry Thorpe.
<u>ARTHUR MURRAY PARTY</u> (Kathryn Murray)	NBC 10pm	Fernando Lamas(A), Arlene Dahl(A), Farley Granger(A), Janice Rule(A), Shelley Winters(A), Sam Cook(S), Dick Clark.
TUESDAY OCTOBER 7 mmmmmmmmmmmmmmmm		
<u>Cheyenne</u> (Ty Hardin)	ABC 7:30pm	<u>Quest of Thirty Dead;</u> with Beverly Tyler, Ray Danton, Jay Novello, Tol Avery; (SW&SD).
<u>Dragnet</u> (Jack Webb)	NBC 7:30pm	with regulars & Barbara Nichols; (SW&SD).
<u>GEORGE GOBEL SHOW</u>	NBC 8pm	Peggy Lee(S), Dennis Day(S), Jim Backus(C).
<u>Life and Legend of Wyatt Earp</u> (Hugh O'Brian)	ABC 8:30pm	<u>Caught by a Whisker;</u> with regulars & Paul Dubov, Christian Drake, Hal H. Thompson, Lester Dorr; (SW&SD).
<u>The Rifleman</u> (Chuck Connors)	ABC 9pm	<u>Home Ranch;</u> with regulars & Lee Farr, Steve Rowland, Harold Stone; (SW&SD).
<u>ARTHUR GODFREY SHOW</u>	CBS 9pm(8)	Martha Carson(S), Ray Walston(C), Johnny Nash(S), The Axidentals(S).
<u>Colgate Theatre</u>	NBC 9pm	<u>LAST SHOW. If You Knew Tomorrow;</u> with Bruce Gordon, Judith Ames, Francis Bavier, Dan Barton.
<u>Naked City</u>	ABC 9:30pm	<u>Nickel Ride;</u> with regulars & Cameron Prudhomme, John Seven.
<u>RED SKELTON SHOW</u>	CBS 9:30pm(8:30)	Gene Raymond(A), John Carradine(A).
<u>Bob Cummings Show</u>	NBC 9:30pm	<u>Bob Helps Anna Maria;</u> with regulars & Anna Maria Alberghetti, Sheila Graham; (SW&SD).
<u>GARRY MOORE SHOW</u>	CBS 10pm(9)	William Bendix(A), Marilyn Maxwell(S), Hermione Gingold(C), Carol Burnett(C).
<u>The Californians</u> (Richard Coogan)	NBC 10pm	(0) Michael Fessier; with regulars & Patricia Medina, Sean McClory, Paul Lambert; Dir - Paul Henreid.
WEDNESDAY OCTOBER 8 mmmmmmmmmmmmmmmm		
<u>Wagon Train</u> (Ward Bond, Robert Horton)	NBC 7:30pm	<u>The Juan Ortega Story;</u> (0) Frank Waldman; (A) David Swift, and Peggy & Lou Shaw; with regulars & Dean Stockwell, Robert Simon, Robert Osterloh, Lillian Bronson, Paul Langton, Vic Perrin, Larry Blake; Dir - David Swift.
<u>Donna Reed Show</u>	ABC 8:30pm(9)	<u>The Hike;</u> (0) Jay Sommers & Don Nelson; with regulars & Scott Morrow, Rickey Klein, Stephen Pearson, Alan Aaronson, Martin Smith; (SD).



WEDNESDAY OCTOBER 8 (Cont'd)  
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<u>The Millionaire</u>	CBS 9pm	with Patrick Knowles, Lee Kinsolving; (SW&SD).
MILTON BERLE SHOW	NBC 9pm	<u>PREMIERE</u> : Regulars are Mr. Berle, Billy May (conductor). Premiere show guest: The Dunhilis(D). Writers- Hal Goodman, Larry Kline, Milt Josefberg, Hal Kanter(Head); Dirs - Hal Kanter, Selwyn Touber.
OLDSMOBILE SHOW (Patti Page)	ABC 9:30pm	Carl Reiner(C).
Bat Masterson (Gene Barry)	NBC 9:30pm	<u>PREMIERE</u> : Regular in this series is Mr. Barry. <u>Double Show-down</u> ; with King Donovan, Robert Middleton, Jean Willes.

US STEEL HOUR	CBS 10pm(9)	<u>Mid-Summer</u> ; (0) Vina Delmar (Based on play of same name); (A) Arthur Heineman; with Barbara Bel Geddes, Jackie Cooper, Marilyn Segal, Jack Cannon, Harry Bannister, Joyce Randolph, Larry Wilde, Suzanne Caubaye, Larry Weber; Dir - Grey Delmar.
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THURSDAY OCTOBER 9  
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<u>Tales of the Texas Rangers</u>	ABC 5pm	<u>Warpath</u> ; (0) Lee Erwin; with regulars & James Lydon, Patrick Whyte, Louis Lettieri, Raymond Hatton, Edmund Hashim; (SD).
<u>Leave It to Beaver</u>	ABC 7:30pm	<u>Eddie's Girl</u> ; with regulars & Ken Osmond, Karen Green.
<u>Jefferson Drum</u> (Jeff Richards)	NBC 7:30pm	<u>NOTE: NEW DAY &amp; TIME</u> . <u>Stagecoach Episode</u> ; with Helen Westcott, Dan Blocker, Lane Bradford, John Cason, Dan Sheridan, Henry Rowland; (SW&SD).
<u>Zorro</u> (Guy Williams)	ABC 8pm	<u>RETURN: NEW SEASON</u> : Regulars in this series are: Mr. Williams, Henry Calvin, Gene Sheldon, George Lewis. <u>Welcome to Monterey</u> ; (0) Lowell S. Hawley; with regulars & Eduard Franz, Jolene Brand, Carlos Romero, Joseph Conway, Lee Van Cleef, Wolfe Barzell; Dir - William Witney.
<u>Ed Wynn Show</u>	NBC 8pm	<u>The Scholarship</u> ; (0) Si Rose & Seaman Jacobs; with regulars & Dan Tobin, Edmon Ryan, Gene Persson, Ralph Clanton, Sheila Bromley; Dir - Jack Donahue.
<u>Real McCoys</u> (Walter Brennan)	ABC 8:30pm	<u>Grandpa Learns About Teen-agers</u> ; with regulars & Jacklyn O'Donnell, Malcolm Cassell; (SW&SD).
<u>Yancy Derringer</u> (Jock Mahoney)	CBS 8:30pm(7:30)	<u>Gallatin Street</u> ; with regulars & John Qualen, Claude Akins, Paula Raymond; (SW&SD).
PAT BOONE CHEVY SHOWROOM	ABC 9pm	Roy Rogers & the Sons of the Pioneers(S-M).
<u>Dick Powell's Zane Grey Theatre</u>	CBS 9pm(8)	<u>The Scaffold</u> ; with Mr. Powell, Paul Richards, Virginia Christine, Joan Taylor, Willard Sage, Hugh Saunders, Russell Thorsen, Roy Engel, John Hackett, Gil Perkins; (SW&SD).
<u>Behind Closed Doors</u> (Bruce Gordon)	NBC 9pm	<u>Flight to Freedom</u> ; with Francis Lederer, John Wengraf; (SW&SD).
<u>Rough Riders</u>	ABC 9:30pm	<u>Breakout</u> ; with regulars & Robert H. Harris, Douglas Kennedy, Robert Brubaker, Craig Duncan; (SW&SD).
PLAYHOUSE 90	CBS 9:30pm(8:30)	<u>ON TAPE</u> . <u>The Time of Your Life</u> ; (0) William Saroyan; (A) A. J. Russell; with Jackie Gleason, Betsy Palmer, James Barton, Jack Klugman, Bobby Van, Dick York, Bert Freed, Carlos Montalban, Dina Merrill, Terry Carter, Bill M. Greene; Dir - Tom Donovan.
FORD SHOW	NBC 9:30pm	Ann Blyth(S).
STARS OF JAZZ	ABC 10pm	Abbey Lincoln(S), Buddy Collette Quintet(M).
FRIDAY OCTOBER 10 mmmmmmmmmmmmmmm		
<u>Adventures of Rin Tin Tin</u>	ABC 7:30pm	<u>The Foot Soldier</u> ; with regulars & Onslow Stevens; (SW&SD).



FRIDAY OCTOBER 10 (Cont'd)  
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SATURDAY OCTOBER 11 (Cont'd)  
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DICK CLARK SHOW	ABC 7:30pm(9:30)	Danny and the Juniors(S), Sam Cooke(S), Conway Twitty(S), The Applejacks(S), Paul Peek(S).
Perry Mason (Raymond Burr)	CBS 7:30pm(6:30)	<u>The Case of the Sardonic Sergeant</u> ; with regulars & Paul Picerni; (SW&SD).
PERRY COMO SHOW	NBC 8pm	Shirley Booth(A), Dale Robertson(A), Lucho Gatica(S).
Wanted - Dead or Alive (Steve McQueen)	CBS 8:30pm(7:30)	with Everett Sloane, Lurene Tuttle, Frank Faylen, Richard Devon; (SW&SD).
Steve Canyon (Dean Fredericks)	NBC 9pm	<u>Operation Jettison</u> ; with Tige Andrews, Sue Randall, Michael Galloway, John Hoyt, William Ching, De Forest Kelley.
Have Gun, Will Travel (Richard Boone)	CBS 9:30pm(8:30)	with Dean Harens, Bonnie Bolding, Charles Gray, John Alderson, Hank Patterson; (SW&SD).
Cimarron City (George Montgomery)	NBC 9:30pm	<u>PREMIERE</u> : Regulars in this series are: Mr. Montgomery, Audrey Totter, John Smith. <u>I, the People</u> ; (O) Gene L. Coon; with regulars & Fred MacMurray; Dir - Jules Bricken
Gunsmoke (James Arness)	CBS 10pm(9)	with regulars & Clifton James, Mary Carver, Harold J. Stone; (SW&SD).
SUNDAY OCTOBER 12 mmmmmmmmmmmmmmmm		
PAUL WINCHELL SHOW	ABC 5pm	<u>RETURN: NEW TIME</u> : Regulars on this show are Mr. Winchell (ventrill), and Bil Baird's Marionettes. Writers- Jay Jones, Bud Burston, Howard Beck; Dir - Don Appel.
SWISS FAMILY ROBINSON	NBC 6:30pm	<u>SPECIAL</u> . (O) Johann Wyss; (A) Michael Dyne; with Walter Pidgeon, Laraine Day, Patty Duke, Dennis Kohler, Dennis Hopper; Dir - William Graham.
Lassie	CBS 7pm	<u>The Rocking Chair</u> ; with regulars & Rusty Lane; (SW&SD).
Maverick (James Garner)	ABC 7:30pm	<u>The Belcastle Brand</u> ; with Reginald Owen, Joan Elan, Seymour Green, Gordon Richards; (SW&SD).
Bachelor Father (John Forsythe)	CBS 7:30pm	with regulars & Shirley Mitchell, Maggie Magennis, Zachery Charles; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	Carol Channing(C), Genevieve(S), Nora Kaye(D), Eric Bruhn(D), Shelly Berman(C), Line Renaud(S), Talbot Brothers (S-M), George & Lewis(novelty).
STEVE ALLEN SHOW	NBC 8pm	Judy Holliday(C-S)Lloyd Bridges(A), Larry Daniels(C), Carol Simpson(S), Pat Harrington, Jr.(C).
Lawman (John Russell, Peter Brown)	ABC 8:30pm	<u>The Prisoner</u> ; with Bek Nelson, John Doucette, William Henry, Henry Cheshire; (SW&SD).
Colt .45 (Wayde Preston)	ABC 9pm	<u>Gallows at Granite Gap</u> ; (O) Joseph Chadwick; (A) William Leicester; with Virginia Gregg, John Smith, Stuart Randall, William Henry, Harry Antrim; Dir - Franklin Adreon.
General Electric Theater	CBS 9pm	<u>The Castaway</u> ; (O) Ernest Haycox; (A) John Hawkins; with Ronald Reagan, Harold J. Stone, Jim Davis, Robert Fuller, Jennifer West, Ethel Shutta, Van Williams, Shirlee Knight, Glenn Strange, Henry Wills, Michael Rye; Dir - James Neilson.
DINAH SHORE CHEVY SHOW	NBC 9pm	Peter Lawford(A), Ella Fitzgerald(S), Jimmy Durante(C), Julius La Rosa(S).
ENCOUNTER	ABC 9:30pm	<u>LIVE FROM TORONTO: End of Summer</u> ; (O) Ivan Turgenev; (A) Elliott Baker; with Hildegarde Rossi, Gordon Ruttan, Donald Davis, Alma Matsh, Hilary Vernon.
Alfred Hitchcock Presents	CBS 9:30pm	<u>Don't Interrupt</u> ; (O&A) Sidney Carroll; with Chill Wills, Cloris Leachman, Biff McGuire, Peter Lazer, Jack Mulhall, Roy Glenn, Geoffrey Lewis; Dir - Robert Stevens.
Loretta Young Show	NBC 10pm	<u>For Better or For Worse</u> ; with Mark Stevens, Edward Binns, Maureen Leeds; (SW&SD).



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EDITOR: Jerry Leichter

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

ABC will telecast the Imperial Ball at the Hotel Astor on December 4, Thursday, 11:30pm-12:30 a.m., sponsored by the Kitchens of Sara Lee thru Cunningham & Walsh, Inc. Honored guests will be Prince Rainier and Princess Grace of Monaco.....Jimmy Durante makes his first appearance of the season on next Sunday's Dinah Shore Chevy Show as a "direct descendant" of Columbus.....Rex Thompson will star in the title role of "The Winslow Boy," which will replace the previously announced "Victory" as the Nov 13, Thursday, 9:30-11pm NYT, production for Du Pont Show of the Month. Fredric March and Florence Eldridge will co-star as Mr. & Mrs. Winslow in the TV adaptation of the Terence Rattigan play. (The British-made film version, produced in 1950 with Sir Cedric Hardwicke and Robert Donat in the top roles, has been playing the TV feature movie circuit for the past couple of years). Alex Segal will direct the TV play for Talent Associates.....Big role one week, back to the chorus the next. Thelma Tadlock, who was one of the featured dancing duo on The Bing Crosby Show on Oct 1 from LA, will be one of the six members of the dance group on Your Hit Parade when it debuts over CBS on Friday, Oct 10. It's the lot of dancers these days, except for the few star teams or solo dancers who work steadily. The group chores on the variety shows are steady pay while the featured or starring roles are usually a one-shot on somebody's bill.

R. J. Reynolds Tobacco Co thru William Esty Co., Inc., will become of a sponsor of Wagon Train, one half-hour alternate weeks, effective Oct 8, and an alternate week sponsor of Northwest Passage, effective Oct 12. Both are NBC programs, and both orders close out the availabilities on the programs.....Jack Donohue will produce and direct the first of two programs for this season's The Dean Martin Show over NBC, Nov 22, Saturday, 9-10pm NYT. He directed Dean Martin's NBC special last February. ....Fred Astaire will introduce a new dance partner, Miss Barrie Chase on his An Evening With Fred Astaire, the Chrysler-sponsored one-hour special on Oct 17, Friday, 9-10pm NYT. There'll be nine song and dance production numbers on the show, which will feature Jonah Jones and his quartet and David Rose leading a 55-member orchestra. Bud Yorkin is producing and directing and the 16-member mixed dancing group will be choreographed by Hermes Pan. Herb Baker is the writer for the program.....Edward G. Robinson will be supported by Ray Walston, Frank Conroy and Beatrice Straight in key roles in "Shadows Tremble" on Playhouse 90 on Oct 23, one of Robinson's rare television appearances. All have established Broadway reputations.....Peter Herman Adler, music and artistic director of the NBC Opera Company, will be music director of the Baltimore Symphony Orchestra for its 1959-60 season, while continuing in his post at NBC. This suggests that the NBC-TV Opera Theatre may never again be a regular series on the net, although a future once-a-season special is possible. The NBC opera productions have never been able to get a sponsor to help bear some of the cost, so economy dictated that the expensive productions be ended.

- Page 1 -

(MORE)



ITC-TPA has bought The Gale Storm Show -- Oh! Susanna for \$2,000,000 from Hal Roach Studios, Inc. The purchase involves 111 half-hour films, including the current series being shown on the CBS net and 38 future films now being produced by Hal Roach, Jr. With the purchase, ITC-TPA has a total of 16 network and syndicated program series.....Win Elliot has replaced Jay Jackson on the NBC nighttime Tic Tac Dough programs as m.c., while Bill Wendell is filling in for regular host Jack Barry on the daytime Tic Tac Dough programs. Effective Monday (6), all Barry & Enright programs on NBC (Tic Tac Dough, Twenty-One, Concentration and Dough Re Mi) were placed under the direct supervision of the NBC net program dept., a move requested by Jack Barry and Dan Enright in order "to devote more time to disproving the unfounded charges against the integrity of our programs. We do so with the knowledge that our absolute integrity will be clearly and finally established at which time we will resume our production responsibilities.".....Station WXYZ's (Detroit) Soupy Sales, who had an eight-week summer replacement program on the ABC net in 1955, returns to the net in a Saturday daytime show starting Oct 18, 12noon-12:30pm NYT (1-1:30pm in NY). The comic has two shows on the ABC Detroit o-and-o stations, one noontime and one nighttime, and the new program will combine elements of both, which include sketches with imaginary characters and slapstick gimmicks involving custard pies. In five years on the air in Detroit, he has been a pie target about 300 times.

The Twentieth Century will open its new season on CBS on Oct 26, Sunday, 6:30-7pm NYT, with "The Red Sell," a two-part report on the Soviet Union's propaganda offensive against the U. S. Programs to be seen during the season include as subjects: Knute Rockne, Peron and Evita, the super-secret X-15, Woodrow Wilson, the Hungarian Revolt, the Russo-Finnish War and other subjects of the century. There will also be two-part reports devoted to important, contemporary American social problems which will be prepared individually by producers Al Wasserman and Stephen Fleischman. The Twentieth Century series is produced by Burton Benjamin, with Isaac Kleinerman as associate producer.....Screen Gems, Inc., has set up a special unit in Hollywood to be responsible for the creation of at least three new series for first-run syndication per year. The unit is head by TV producer-director-writer Tom Gries as director of syndicated program production and Wallace MacDonald, Columbia Pictures producer, as director of syndicated program development. The first project under the new unit's supervision will be Stakeout, to be produced by Sam Katzman, with Walter Matthau as the star, based on investigations files of the Florida Sheriffs Bureau. The series is planned for release in January, 1959. Gries and MacDonald will be responsible for wholly-owned Screen Gems properties developed for syndication, as well as those created by independent producers.....United Artists, jumping into TV through financing and distribution, is reported to be sponsoring firm 39-week episode production of its series. Three series are on the current slate, a Dennis O'Keefe starrer concerning the adventures of a columnist; The Vikings, starting production in Munich, Germany, as a version of the feature movie of the same name, to be produced by Bryna Productions, which made the feature; and The Keenan Wynn Show.

ITC-TPA has scheduled an ambitious new TV series, Four Just Men, to be produced in England and the U. S., by Sapphire Films, with Hannah Weinstein as exec producer, and Sidney Cole and Jud Kinberg as producers. The project, budgeted at \$2,000,000, will star Jack Hawkins, Vittorio de Sica, Dan Dailey and another American star. The series will be based on stories by Edgar Wallace.



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## WEEKLY REPORT

OCT 17 1958

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

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Monday(Oct 13)

ABC - 11-11:30am NYT & LAT, Mon thru Fri; DEBUT - Day in Court - LIVE from LA; 79 stations live and tape. § Dramatized re-creations of actual California legal cases covering criminal arraignments and trials, civil actions and domestic juvenile hearings. Judges in the series will be Edgar Allan Jones, Jr., professor of law at UCLA, and William Gwinn. Hank Sims is host-m.c. for the program. § SEGMENT SPONSORS- See latest Monthly Program Analyses (forthcoming). § PKGR- KABC-TV(LA); Exec Prod- Selig J. Seligman; Prod- Gene Banks; Dir- Larry Robertson; Art Dir- George Smith; Writers- Bob Arbogast(chief); Bruce Lansbury, Ken Rosen.

ABC - 11:30am-12:30pm NYT & LAT, Mon thru Fri; DEBUT - The Peter Lind Hayes Show - LIVE from NY; 79 stations live and tape. § Musical variety show starring Peter Lind Hayes, with his wife, singer Mary Healy, as regular guest star, with special guest stars appearing for two-week periods. § SEGMENT SPONSORS- See latest Monthly Program Analyses (forthcoming). § PKGR- Mount Tom Enterprises(NY); Prod- Frank Musiello; Dir- Robert Bleyer; Asst Dir- Edmund Nadell; Music Dir- Bert Farber; Prog Anncr- Roland Winters; Sets- Robert Bright; Writers- George Hope, Charles Slocum, Chuck Horner.

ABC - 12:30-1pm NYT & LAT, Mon thru Fri; DEBUT - Mother's Day - LIVE from NY; 79 stations live and tape. § Dick Van Dyke is host for a panel of three mothers, changing daily, who will be challenged to solve practical problems in the mechanics of homemaking. Dotty Mack is hostess for the program. § SEGMENT SPONSORS- See latest Monthly Program Analyses (forthcoming). § PKGR- Shamrock Productions, Inc(NY); Prod- Carl Jampel; Dir- Alex Leftwich; Asst Dir- Lloyd Tweedy; Writer- Elroy Schwartz.

ABC - 1-1:30pm NYT & LAT, Mon thru Fri; DEBUT - Liberace - LIVE from LA; 79 stations, live and tape. § Informal musical variety show, starring Liberace, with singers Dick Roman and Marilynn Lovell and bongo expert Darias. § SEGMENT SPONSORS- See latest Monthly Program Analyses (forthcoming). § PKGR- Don Fedderson Productions(LA); Exec Prod- Fred Henry; Prod- Gil Rodin; Dir- Joe Landis; Music Dir- Gordon Robinson; Art Dir- James Trittempo; Writers- Tom Waldman, Sol Stein.

ABC - 2-2:30pm NYT & LAT, Mon thru Fri; DEBUT - Chance for Romance - LIVE from NY; 79 stations, live and tape. § John Cameron Swayze is host for the program, which will extend a chance for sincere friendship to mature unmarried men and women, selected by members of a board of experts in human relations, including a sociologist, marriage counselor and psychologist. (Continued on next page)

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THIS WEEK(More)



THIS WEEK(Cont'd)

Monday (Oct 13)

ABC- Chance for Romance (Cont'd from previous page): § SEGMENT SPONSORS- See latest Monthly Program Analyses (forthcoming).

§ PKGR & Prods- Irving Mansfield and Peter Arnell; Asst Prod- Murray Burnett; Dir- Clay Yurdin; Assoc Dir- Jack Sullivan; Music Dir- Henry Sylvern; Prodn Superv- Allan Wallace.

ABC- 3-3:30pm NYT & LAT, Mon thru Fri; NET DEBUT & RETURN - Beat the Clock - LIVE from NY; 79 stations, live and tape. (Replaces the 3-3:30pm NYT portion of American Bandstand, which effective this date will be seen 4-5:30pm NYT & LAT, Mon thru Fri except Thursday, when it will be seen 4-5pm NYT & LAT). § Bud Collyer is host for the audience participation program in which participants perform time limit and surprise stunts for prizes. The program originally debuted over the CBS net on March 23, 1950 as an evening program, with its last evening show on Feb 23, 1958. It debuted over CBS as a daytime, Mon thru Fri program on Sept 16, 1957, with its last daytime show on Sept 12, 1958.

§ SEGMENT SPONSORS- See latest Monthly Program Analyses (forthcoming).

§ PKGR- Goodson-Todman Productions(NY); Prods- Jean Hollander, Bud Collyer; Assoc Prod- Helen Marcus; Dir- Ira Skutch; Assoc Dir- Lou Frederick; Prodn Mgr- Bob Perry; Art Dir- Hy Bley; Sets- Dick Bernstein; Stunt Writers- Bob Howard and Frank Wayne.

CBS- 10-11pm NYT (9-10pm LAT), Weekly; DEBUT - Westinghouse Desilu Playhouse - FIIM; 110 stations net and delayed; 35 Canadian. (Replaces Studio One in Hollywood, last show Sept 29; first of seven special Lucille Ball-Desi Arnaz Shows was in the time on Oct 6; see page 92). § Desi Arnaz is regular host for this new hour-long series of filmed dramas, comedies and other dramatic presentations, with top name stars appearing each week.

§ SPONSOR- Westinghouse Electric Corp (All Appliances) thru McCann-Erickson, Inc(NY); Acct Superv- Carl Everett.

§ PKGR & Film Prod- Desilu Productions, Inc., at Desilu Hollywood Studios, Hollywood, Calif.; Exec Prod- Desi Arnaz; Prods- Quinn Martin, Bert Granet, Don Sharpe & Warren Lewis, others; Assoc Prod- Jack Aldworth; Dirs- Various; Art Dirs- Caludio Guzman, others; Supervising Film Ed- Dann Cahn; Writers- Various.

NBC- 9:30-11pm NYT & LAT, first of six specials during the season; RETURN - Hallmark Hall of Fame - LIVE (COLOR) from NY; no. of stations not available. (Preempts Alcoa Theatre, 9:30-10pm, and The Arthur Murray Party, 10-10:30pm; 10:30-11pm is open time). § Julie Harris, Christopher Plummer and Victor Jory co-star in "Johnny Belinda," the first of six special hour-and-a-half programs to be presented this season. Others are: "Kiss Me Kate," on Nov 20, Thu, 9-10:30pm NYT; "Christmas Tree," on Dec 14, Sun, 7-8pm NYT; Production to be announced, Feb 5, Thu, 9:30-11pm NYT; repeat of "Green Pastures," March 23, Mon, 9:30-11pm NYT; and "Ah Wilderness," April 28, Tue, 9:30-11pm NYT. (See page A for "Johnny Belinda" cast credits).

§ SPONSOR- Hallmark Cards thru Foote, Cone & Belding(Chi); TV Acct Rep- Homer Heck.

§ PKGR- Milberg Productions(NY); Exec Prod- Mildred Freed Alberg; Prod & Dir- George Schaefer (most productions); Assoc Prod- Robert Hartung; Assoc Dir- Adrienne Luraschi; Music Dir (premiere)- Bernard Green; Sets- Warren Clymer; Costumes- Noel Taylor; Story Ed- Tom H. Sand; Casting- Berenice Weiler.

Wednesday (Oct 15)

CBS- 8-9pm NYT (7-8pm LAT), this date only; SPECIAL - Dead of Noon - KINE; to the net. (Open time). § Re-run of a kine recording of a drama originally presented on Studio One on Jan 28, 1957, starring Richard Boone.

§ Sustaining.

§ PKGR- CBS-TV(NY); Prod- Herbert Brodkin; Dir- Tom Donovan.



THIS WEEK(Cont'd)

Wednesday(Oct 15)

CBS- 10-11pm NYT (9-10pm LAT), this date only; SPECIAL - The Ginger Rogers Show - LIVE from LA; approx 175 stations live and tape. (Preempts Armstrong Circle Theatre, this day only). § Ginger Rogers is star of this music-variety special, also starring Ray Bolger and The Ritz Brothers.

§ SPONSOR- Pontiac Division, General Motors Corp, thru MacManus, John & Adams, Inc(Bloomfield Hills, Mich).

§ PKGR- Bob Banner Productions, Inc(LA); Prod & Dir- Bob Banner; Assoc Prod- Joe Hamilton; Co-Dir- Julio Di Benedetto; Music Dir- Nelson Riddle; Dance Dir- Nick Castle; Art Dir- Robert Tyler Lee; Sets- Buck Henshaw; Costumes- George Whitaker; Writer- Joe Stein.

Thursday(Oct 16)

NBC- 8:30-9:30pm NYT (7:30-8:30pm LAT), this date only; SPECIAL - Little Women - LIVE from NY; approx 175 stations live and tape. (Preempts Yancy Derringer, 8:30-9pm NYT, and Dick Powell's Zane Grey Theatre, 9-9:30pm, this date only).

§ Musical version of a TV adaptation of Book One of the two-part book by Louisa M. Alcott. (See page C for cast credits).

§ SPONSOR- W. A. Sheaffer Pen Co thru Batten, Barton, Durstine & Osborn, Inc (Chi); Acct Exec- John P. Devaney.

§ PKGR- Talent Associates, Ltd(NY); Exec Prod- David Susskind; Prod- Albert Selden; Dir- William Corrigan; Assoc Dir- David Roth; Music Dir- Hal Hastings; Music Arranger- Don Walker; Composer & Lyricist- Richard Adler; Sets- Bob Wade; Choreog- John Butler; Costumes- Sal Anthony; TV Adapter- Wilson Lehr.

Friday(Oct 17)

NBC- 9-10pm NYT & LAT, this date only; SPECIAL - An Evening With Fred Astaire - LIVE (COLOR) from LA; no. of stations not available. (Preempts M Squad, 9-9:30pm, and The Thin Man, 9:30-10pm, this date only). § Music and dance revue, starring Fred Astaire, with Miss Barrie Chase as his dancing partner, and Jonah Jones and his quartet, with David Rose leading a 55-piece orchestra; and a 16-member dancing chorus.

§ SPONSOR- Chrysler Corp (All 1959 cars) thru Leo Burnett, Inc(Chi).

§ PKGR- Ava Productions, Inc with NBC-TV(LA); Exec Prod- John H. Christ (Leo Burnett, Inc); Prod & Dir- Alan "Bud" Yorkin; Music Dir- David Rose; Prog Anncr- Art Gilmore; Art Dir- Edward Stephenson; Costumes- Ray Aghayan; Choreog- Hermes Pan; Writer- Herbert Baker.

Saturday(Oct 18)

CBS- 2-4:30pm NYT (1:30-4pm LAT), Weekly; RETURN - Professional Hockey - LIVE from Chicago (first game), also NY, Boston and Detroit, various weeks; no. of stations not available. (In the time formerly occupied by Saturday Game of the Week baseball telecasts, last show Sept 27). § Telecast of 20 professional hockey games between teams of the National Hockey League, thru the final game of the season on March 21, 1959. This is the second season for the telecasts.

§ SPONSORS- (one-third of each game, national) Philip Morris, Inc (Marlboro Cigarettes) thru Leo Burnett Co., Inc(Chi). (one-third of each game, regional) Carling Brewing Co., Inc (Black Label Beer) thru Lang, Fisher & Stashower, Inc (Cleveland).

§ PKGR- CBS Sports(NY) with National Hockey League(NY); Prod- Pete Molnar; Asst Prod- Joe Gallagher; Dir- Richard Liesendahl; Commentators- Bud Palmer, Fred Cusick.

NBC- 9-10pm NYT & LAT, this date only; SPECIAL - The Jerry Lewis Show - LIVE (COLOR) from LA; 128 stations live and tape. (Preempts Steve Canyon, 9-9:30pm. Cimarron City, usually, 9:30-10:30pm, will be seen 10-11pm NYT & LAT, this date only, preempting Brains and Brawn). (Continued on next page)



THIS WEEK(Cont'd)

Saturday (Oct 18)

NBC- The Jerry Lewis Show (Cont'd from previous page): Jerry Lewis is the star in the first of two of his comedy-variety shows, with the second scheduled for Dec 10, Wed, 9-10pm NYT. Opera singer Helen Traubel and the Wiere Brothers, comedy trio will be featured in this first show of the season for Lewis.

§ SPONSOR- (one-half) United States Time Corp (Timex Watches) thru Doner & Peck, Inc(NY); Acct Exec- James Ellers; TV Acct Rep- Sylvan Taplinger.

§ PKGR- Jerry Lewis with NBC-TV(LA); Prod- Ernest Glucksman; Dirs- Jack Shea, Jerry Lewis; Music Dir- Walter Scharf; Writers- Mel Brooks, Danny Simon, Jerry Lewis.

Sunday (October 19)

ABC- 11:30am-12noon NYT, Weekly; RETURN - Johns Hopkins File 7 - LIVE from Baltimore; to the net. (Program was seen during the summer via kinescope of previous season's shows, Sunday, 4-4:30pm NYT, last show Sept 14). § Lynn Poole is regular host on this series which explores the results of research in the arts and industry thru the eyes of outstanding guest authorities.

§ Sustaining, public service.

§ PKGR- Johns Hopkins University with WJZ-TV(Balt); Prod- Lynn Poole; Dir- Ed Fryer; Assoc Dirs & Writers- James Chimbidis, David G. Bell, Walter Millis, Jr.

NBC- 2:30-5pm NYT, Weekly; RETURN - NBA Professional Basketball - LIVE from Syracuse (first game), others from various team cities; no. of stations not available. § Telecasts of 20 regular season games of the National Basketball Assn, four playoff contests and a pre-season exhibition (telecast Oct 12, Sun, 2:30-5pm NYT; not previously listed). Curt Gowdy is the commentator for all games. The playoff games will be on March 15, 22, 29 and April 5.

§ SPONSOR- (one-quarter of each game) Bayuk Cigars, Inc (Phillies) thru Feigenbaum & Wermen Advertising(Phila).

PKGR- NBC Sports with the NBA(NY); Prod- Lou Kusserow; Dir- Harry Coyle.

NBC- 5-6pm NYT & LAT, Alt Sun; DEBUT - NBC Kaleidoscope - LIVE and/or FILM; to the net. § An experimental series presenting programs in public affairs and also exploring new subjects in all entertainment fields. Seven of the programs during the season will be News Dept Specials (starting Nov 2) and seven will be Program Dept Specials (starting Nov 30). The debut program will be a special news commentary.

§ Sustaining.

§ PKGR- NBC News & Public Affairs(NY); Prods- Chet Hagan(1st and one other program), Reuven Frank(News), Herbert Sussan(Features); production staffs for programs to be announced.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Bob Hope Buick Show (2nd of 8 during season) Oct 14, Tue, 9-10pm NYT & LAT; comedy-variety show with Joan Crawford, Fernandel and the Bernard Brothers; TAPE from LA.

OTHER NETWORK CHANGES & ADDITIONS

CBS- George Hamilton IV Show (Sat, 12noon-1pm NYT) Last show Sept 27. (See page 69).

NBC- Saber of London; RETURN Oct 19; Sun, 7-7:30pm NYT & LAT, Weekly; FILM, no. of stations not available. (Replaces Noah's Ark, last show Oct 5). § Donald Gray plays Mark Saber, with Robert Arden as his new assistant in this season's series. § SPONSOR- Sterling Drug, Inc (Bayer Aspirin, Phillips Milk of Magnesia) thru Dancer-Fitzgerald-Sample, Inc(NY).

§ PKGR & Film Prod- Edward J. and Harry Lee Danziger, at M-G-M Studios, London, England; other production credits not available; Writers- Various.



TALENT SHOWSHEET AND SCRIPT REPORT - OCTOBER 13 - OCTOBER 19

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

Bat Masterson; Wednesday October 8; NBC 9:30pm - ADD for Premiere show: (0) Andy White & Frank Pittman; with Elisha Cook, Adele Mara; Dir - Walter Doniger. Other cast previously listed.

Behind Closed Doors; Thursday October 9; NBC 9pm - ADD CAST: Jack Kruschen, Arline Sax, Mark Dunhill, Gene Roth, Steve Mitchell, John Zaremba, George Douglas.

PLAYHOUSE 90; Thursday October 9; CBS 9:30pm - ADD CAST: Steve Franken, Ray McHugh.

STARS OF JAZZ; Thursday, ABC 10pm - LAST SHOW was October 2. Reverts to local showing only.

FURTHER ADVENTURES OF ELLERY QUEEN; Friday October 10; NBC 8pm - ADD CAST: Virginia Gibson, John Lupton, John Dehner.

PERRY COMO SHOW; Saturday October 11; NBC 8pm - ADD: Al Kelly(C).

LAMP UNTO MY FEET; Sunday October 12; CBS 10am - ADD: Antigone; (O) Sophocles; Kim Hunter(A) & Luther Adler(A) will perform several scenes from the play.

CAMERA THREE; Sunday October 12; CBS 11:30am - ADD: Thanks to Thurber; A tribute to the works of James Thurber presenting three of his sketches: The Last Flower; The Cricket and the Wren; The Macbeth Murder; with Elliot Nugent as narrator, The Baird Puppets, Hiram Sherman, Paula Trueman; ADD as regular director: Richard Lukin.

THE CATHOLIC HOUR; Sunday October 19 - NBC 1:30pm - ADD: The Double Life of Christopher Mann; (First of three-parts); (0) Richard J. Crean; with Ward Costello, Margaret de Priest, Ray Boyle, Frances Sternhagen, Chris Gampel, Lavonne Sheridan, members from the American Mime Theatre under direction of Paul Curtis; Dir - Martin Hoade. NOTE: Show was originally scheduled for 10/12 - Pre-empted by the fourth part of "Rome Eternal." Will appear on 10/19.

SWISS FAMILY ROBINSON; Sunday October 12; NBC 6:30pm - DELETE: Michael Dyne as Adapter; ADD:  
(As Adapter.) - M. L. Davenport.

STEVE ALLEN SHOW; Sunday October 12; NBC 8pm - DELETE: Judy Holliday(C); ADD: Nancy Walker(C).

MONDAY OCTOBER 13

JUBILEE, U.S.A.	ABC 7:30pm	Brenda Lee(S).
<u>The Texan</u> (Rory Calhoun)	CBS 8pm(7)	with regulars & Pat Conway; (SW&SD).
<u>Restless Gun</u> (John Payne)	NBC 8pm	<u>Thunder Valley</u> ; with John Larch, Robert Blake, Marya Stevens, Sergio Virell; (SW&SD).
<u>Father Knows Best</u>	CBS 8:30pm(7:30)	<u>Voice from the Past</u> ; (O) Dorothy Cooper; with regulars & Jimmy Bates, Henry Blair, Carol Hill; (SD).
<u>Tales of Wells Fargo</u> (Dale Robertson)	NBC 8:30pm	<u>Butch Cassidy</u> ; with Charles Bronson, Jim Coburn, Barbara Pepper; (SW&SD).
VOICE OF FIRESTONE	ABC 9pm	Hilde Gueden(S), Philadelphia Orchestra, conducted by Eugene Ormandy.
<u>Peter Gunn</u> (Craig Stevens)	NBC 9pm	<u>The Blind Pianist</u> ; (O) Judy & George W. George with Blake Edwards; with regulars & Richard Ney, Barney Phillips, Elizabeth Talbot-Martin, Byron Kane, Ned Glass, Herb Ellis, Howard Dayton, E. J. Andre, Barbara Stuart, Lawrence Green.
HALLMARK HALL OF FAME	NBC 9:30pm	<u>Johnny Belinda</u> ; (O) Elmer Harris; (A) Theodore Apstein; with Julie Harris, Christopher Plummer, Victor Jory, Rip Torn, Betty Lou Holland, Joanna Roos, Beulah Garrick, Catherine Proctor, Boris Marshalov, Henry Sharp, John Cecil Holm, Rocco Bufano, Gregory Morton; Dir - George Schaefer.



MONDAY OCTOBER 13 (Cont'd)  
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Westinghouse Desilu Playhouse CBS 10pm(9)

PREMIERE: Bernadette; (O) Margaret Gray Blanton; (A) Ludi Claire; with Pier Angeli, Marian Seldes, Bruce Gordon, Jacques Aubuchon, Ludi Claire, James O'Rear, Don McHenry, Ron Soble, Abraham Sofaer, Delise Alexander, Rex Hill, Janet Alexander, Claudia Bryan; Dirs - Ralph Alswang & Claudio Guzman.

TUESDAY OCTOBER 14  
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Sugarfoot  
(Will Hutchins) ABC 7:30pm

The Wizard; with Efrem Zimbalist, Jr., Norma Moore, Edward Kemmer, Paul Keast, Oliver McGowan, Jon Lormer; (SW&SD)

EDDIE FISHER SHOW NBC 8pm

Betty Hutton(S), Red Buttons(C), Scott Engel(S).

Life and Legend of Wyatt Earp (Hugh O'Brian) ABC 8:30pm

The Mysterious Cowhand; with Robert Anderson, Frank Scanell, Don C. Harvey, Burt Nelson, Tom London; (SW&SD).

The Rifleman  
(Chuck Connors) ABC 9pm

End of a Young Gun; (O) Frank D. Gilroy; with regulars & Michael Landon; Dir - Jerry Hopper.

ARTHUR GODFREY SHOW CBS 9pm(8)

Elaine Malbin(S), The Axidentals(S).

BOB HOPE SHOW NBC 9pm

ON TAPE. with Joan Crawford(A), Fernandel(C), Bernard Brothers(mimics).

Naked City ABC 9:30pm

Line of Duty; with regulars & Eugenie Leontovich, Diane Ladd, Paul Lipson, Alison Marshall, Andrew Gerado, Nora Ferris, William A. Forester; (SW&SD).

RED SKELTON SHOW CBS 9:30pm(8:30)

Ralph Story, Barbara Nichols(A).

GARRY MOORE SHOW CBS 10pm(9)

Tommy Sands(S), Audrey Meadows(A), Andy Devine(C), Louise O'Brien(S), Mel Blanc(C).

The Californians  
(Richard Coogan) NBC 10pm

(O) Dan Ullman; (A) William H. Wright; with regulars & Sue George, Robert Cornthwaite; Dir - Paul Steward.

WEDNESDAY OCTOBER 15  
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Wagon Train  
(Ward Bond, Robert Horton) NBC 7:30pm

The Jenifer Churchill Story; (O) Robert Yale Libott; with regulars & Rhonda Fleming, Andy Clyde, Eddy Waller, Paul Maxey; Dir - Jerry Hopper.

DEAD OF NOON CBS 8pm

RE-RUN of show starring Richard Boone, previously seen on Studio One on 1/28/57. (KINE).

Adventures of Ozzie and Harriet ABC 8:30pm(9)

A Surprise for Clara; with regulars & Lyle Talbot, Mary Jane Croft, Frank Cady, Constance Harper, Helen Walker, June Fenley; (SW&SD).

Donna Reed Show ABC 9pm(9:30)

The Male Ego; with regulars & Lawrence Dobkin, Alvy Moore, Jack Straw, Sid Tomack, Joan Ludlow, Lynn Aloen, Robin Warga, Gerry Lock, Donald Losby; (SW&SD).

with Audrey Dalton, Kevan Del-Grande, Sheridan Comerate, Maris Wrixon; (SW&SD).

MILTON BERLE SHOW NBC 9pm

Gary Crosby(S), Stan Fisher(M).

OLDSMOBILE SHOW  
(Patti Page) ABC 9:30pm

Steve Lawrence(S).

Bat Masterson  
(Gene Barry) NBC 9:30pm

Two Graves for Swan Valley; with Broderick Crawford, Marcia Henderson; (SW&SD).

GINGER ROGERS SHOW CBS 10pm

SPECIAL. Ray Bolger(D), Ritz Brothers(C); Nelson Riddle is conductor; Director - Bob Banner. Writer - Joe Stein.

THURSDAY OCTOBER 16  
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Tales of the Texas Rangers

ABC 5pm

Midway Kewpie; (O) Jennings Cobb; with regulars & Stacy Harris, Richard Benedict; (SD).



THURSDAY OCTOBER 16 (Cont'd)  
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<u>Leave It To Beaver</u>	ABC 7:30pm	<u>Ward's Problem</u> ; with regulars & Sue Randall, Jeri Weil, Stanley Farfara, Rusty Stevens; (SW&SD).
<u>Jefferson Drum</u> (Jeff Richards)	NBC 7:30pm	<u>Obituary</u> ; with regulars & Robert Bray, Peggy Maley, Charles Tannen, Frank Scannell, Robert Foulk, Hal Smith, Tenen Holtz.
<u>Zorro</u> (Guy Williams)	ABC 8pm	<u>Zorro Rides Alone</u> ; with regulars & Don Diamond, Kenneth Lynch; (SW&SD).
<u>December Bride</u> (Spring Byington)	CBS 8pm(7)	with regulars & Lillian Bronson, Ralph Moody, George R. Sanders, Ross Elliott, Jean Carson, Linda Danson; (SW&SD).
<u>Ed Wynn Show</u>	NBC 8pm	<u>Nature Knows Best</u> ; (O) Clifford Goldsmith & Harry Kronman; with regulars & Robert Levin, Bill Smith, Ralph Dumke, Edythe Wood, Ray Walker; Dir - Arthur Lubin.
<u>LITTLE WOMEN</u>	CBS 8:30pm	(O) Louisa May Alcott; (A) Wilson Lehr; (Music composed by Richard Adler); with Jeannie Carson, Margaret O'Brien, Florence Henderson, Zina Bethune, Rise Stevens, Bill Hayes, Roland Winters, Joel Grey; Dir - William Corrigan.
<u>PAT BOONE CHEVY SHOWROOM</u>	ABC 9pm	Jim Garner(A), Jack Kelly(A), Ty Hardin(A), Will Hutchins(A), John Russell(A), Peter Brown(A), Wayde Preston(A).
<u>Behind Closed Doors</u> (Bruce Gordon)	NBC 9pm	<u>Double Jeopardy</u> ; (O) Leonard Lee; with Reginald Gardiner, Lester Matthews, Tom McKee, Joseph Marievsky, Sam Savitsky, Alexander Akimoff, Alexander Ramati; Dir - Gerd Oswald.
<u>PLAYHOUSE 90</u>	CBS 9:30pm(8:30)	<u>The Long March</u> ; (O) William Styron; (A) Roger O. Hirson; with Jack Carson, Sterling Hayden, Mona Freeman, Rod Taylor, James Congden; Dir - Delbert Mann.
<u>FORD SHOW</u>	NBC 9:30pm	Ernie Kovacs(C).
	FRIDAY OCTOBER 17 mmmmmmmmmmmmmmmmmmmm	
<u>Adventures of Rin Tin Tin</u>	ABC 7:30pm	<u>Rusty's Opportunity</u> ; with regulars & Douglas Fowley, Larry Chance; (SW&SD).
<u>YOUR HIT PARADE</u>	CBS 7:30pm(6:30)	with regulars & Tommy Edwards(S), Kirby Stone Four(S).
<u>Walt Disney Presents</u>	ABC 8pm	<u>Four Down and Five Lives to Go</u> ; with Robert Loggia, Rico Alaniz, Robert Simon, Lisa Montell, Linc Foster, Leonard Strong.
<u>Trackdown</u> (Robert Culp)	CBS 8pm(7)	with Steve Brodie, Regis Toomey, Bob Nichols, Larry White, Virginia Christine, Alan Wells, Kasey Rogers; (SW&SD).
<u>Man With A Camera</u> (Charles Bronson)	ABC 9pm	<u>The Warning</u> ; with Ludwig Stossel, Robert Ellenstein; (SW&SD).
<u>Phil Silvers Show</u> (You'll Never Get Rich)	CBS 9pm(8)	<u>Bilko, The Potato Sack King</u> ; with regulars & Dovima, Melissa Weston, Heather Hewitt, Pat Lockhart, Herb Voland, Erin O'Brien Moore, Lisa Laughlin; (SW&SD).
<u>AN EVENING WITH FRED ASTAIRE</u>	NBC 9pm	With Mr. Astaire, Barrie Chase(D), Jonah Jones Quartet(M), David Rose & Orch., Special Material by Herbert Baker; Dir - Alan "Bud" Yorkin.
<u>77 Sunset Strip</u> (Efrem Zimbalist, Jr.)	ABC 9:30pm	<u>Lovely Lady, Pity Me</u> ; (O) Roy Huggins; (A) Douglas Heyes & James O'Hanlon; with regulars & Jeanne Cooper, Peter Breck, Jacqueline Beer, John Dodsworth; Dir - Douglas Heyes.
<u>Lux Playhouse</u>	CBS 9:30pm(8:30)	<u>The Four</u> ; (O) Charlotte Armstrong; (A) Franklin Coen; with Anne Baxter, Rad Fulton, Suzanne Lloyd, Mark Douglas, Dick Jeffries; Dir - Jules Bricken.
	MULTIPLE & ACROSS-THE-BOARD SHOWS - OCTOBER 13 - OCTOBER 17 mm	
<u>TODAY</u> (Dave Garroway)	NBC 7am	10/15 - Eileen Rogers(S); 10/17 - Fine Arts String Quartet, Gianna Galli(S).
<u>CAPTAIN KANGAROO</u>	CBS 8am	10/15 & 16 - Ann Leonardo(S).



MULTIPLE & ACROSS-THE-BOARD SHOWS (Cont'd)  
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PETER LIND HAYES SHOW	ABC 11:30am	<u>PREMIERE</u> : Regulars on this show are Mr. Hayes & Mary Healy. Guests for first two weeks are: Don Cherry(S), Anita Bryant (S), Four Voices(S), John Bubbles(D). Writers - George Hope, Charles Slocum, Chuck Horner; Dir - Robert Bleyer.
LIBERACE SHOW	ABC 1pm	<u>PREMIERE</u> : Regulars on this show are: Liberace, Dick Roman (S), Marilyn Lovell(S), Darias(M). Writers- Tom Waldman, Sol Stein; Dir - Joe Landis.
JIMMY DEAN SHOW	CBS 2pm(1)	Toni Arden(S) is guest for entire week. 10/13 - Bert Wheeler(C); 10/15 - Al Morgan(S). The Noteworthies(S-M) join the show as regulars.
TODAY IS OURS (Patricia Benoit)	NBC 3pm	Add as regulars: Audrey Christie, Roxanne Arlen, Jean Stapleton.
COUNTY FAIR (Bert Parks)	NBC 4:30pm(2:30)	10/13, 14 & 17 - Eileen Barton(S); 10/15 - Roberta McDonald (S), Sid Gould; 10/16 - Sid Gould(C).
JACK PAAR SHOW	NBC 11:15pm	Johnny Carson continues as sub m.c. 10/13 - Rose Marie(S), Buddy Rich(M); 10/14 - Eileen Barton(S); 10/15 - Rose Marie (S), Dick Williams(S); 10/16 - Louise O'Brien(S), Leo de Lyon(C); 10/17 - Rose Marie(S), George Jessel(C).
SATURDAY OCTOBER 18 mmmmmmmmmmmmmmmmmmmmm		
TRUE STORY	NBC 12N(4pm)	<u>A Question of Faith</u> ; (0) Barry Lake; with Robert Mandan, Dolores Sutton, Frank Dana, Bert Freed.
DICK CLARK SHOW	ABC 7:30pm(9:30)	Julius La Rosa(S), Sonny James(S), The Elegants(S), Neil Sedaka((S), Cozy Cole(M).
PERRY COMO SHOW	NBC 8pm	Eydie Gorme(S), Ralph Bellamy(A), Gretchen Wyler(D-S), Robin Luke(S).
<u>Wanted - Dead or Alive</u> (Steve McQueen)	CBS 8:30pm(7:30)	with Claire Griswold, Lillian Bronson, George Brenlin, Hugh Sanders, Terry Frost; (SW&SD).
JERRY LEWIS SHOW	NBC 9pm	with Mr. Lewis, Helen Traubel(S), Wiere Brothers(C). Writers- Mel Brooks, Danny Simon.
<u>Have Gun, Will Travel</u> (Richard Boone)	CBS 9:30pm(8:30)	with Peter Breck, George Mitchell, William Meigs, Mel Welles: (SW&SD).
<u>Gunsmoke</u> (James Arness)	CBS 10pm	with regulars & Ron Randell, Walter Barnes, Dan Blocker; (SW&SD).
<u>Cimarron City</u> (George Montgomery)	NBC 10pm	<u>NOTE: TIME CHANGE -THIS DATE ONLY.</u> <u>Terror Town</u> ; (0) Norman Jolley & Berne Giler; with regulars & Dan Duryea, Barbara Lawrence, Don Megowan; Dir - Richard H. Bartlett.
SUNDAY OCTOBER 19 mmmmmmmmmmmmmmmmm		
LAMP UNTO MY FEET	CBS 10am	<u>An Enemy of the People</u> ; (0) Henrik Ibsen; Scenes from the play will be acted by Conrad Nagel and Nancy Wickwire.
PAUL WINCHELL SHOW	ABC 5pm	The Ortons(knife-throwing), Ross & Ross(punching bag).
<u>Saber of London</u> (Donald Gray)	NBC 7pm	<u>RETURN: NEW SEASON:</u> Regulars in this series are Mr. Gray, Robert Arden. <u>The Killer and the Kid</u> ; with regulars (other cast list not available); (SW&SD).
<u>Maverick</u> (Jack Kelly)	ABC 7:30pm	<u>High Card Hangs</u> ; (0) Ralph Berard; (A) Tom Blackburn; with Efrem Zimbalist, Jr., Lilyan Chauvin, Charles Fredericks, Martin Landau, Dan Sheridan; Dir - Richard Bare.
JACK BENNY SHOW	CBS 7:30pm	Marvin Miller(A), Dennis Day(S), Jan and Arnie(S).
ED SULLIVAN SHOW	CBS 8pm	Tony Martin(S), Xavier Cugat(M), Abbe Lane(S), Roger Williams (M), Jack E. Leonard(C), Bennett & Patterson(C), Benny Fields & Blossom Seeley(S), Dolores Vargas & Jose Castellon Batista (D), Marvin Ray(novelty).



SUNDAY OCTOBER 19 Cont'd)  
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STEVE ALLEN SHOW	NBC 9pm	Gertrude Berg(C), Tony Bennett(S), Cathy Linden(S), Pat Harrington, Jr.(C), Harlem Globetrotters.
<u>Lawman</u> (John Russell, Peter Brown)	ABC 8:30pm	<u>The Joker</u> ; with regulars & Jeff York; (SW&SD).
<u>Colt .45</u> (Wayde Preston)	ABC 9pm	<u>The \$3,000 Bullet</u> ; with Michael Dante, Richard Garland, Joel Ashley; (SW&SD).
<u>General Electric Theatre</u>	CBS 9pm	<u>The World's Greatest Quarterback</u> ; (0) Nord Riley; with Ernie Kovacs, Audrey Totter, Ronnie Burns, Suzanne Pleshette, Roger Til; Dir - Ray Milland.
DINAH SHORE CHEVY SHOW	NBC 9pm	Ethel Merman(S), Danny Thomas(C), Marge & Gower Champion(D), Rusty Hamer(A).
ENCOUNTER	ABC 9:30pm	LIVE FROM TORONTO. <u>The Flower in the Rock</u> ; (0) Joseph Scholl; with Frances Hyland, Joseph Shaw, William Needles, Douglas Rain.
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>The Jokester</u> ; (0) Robert Arthur; (A) Bernard C. Schoenfeld; with Albert Salmi, Roscoe Ates, Jay Jostyn, James Coburn, Jim Kirkwood, Jr., Arthur Batanides, Charles Watts, Baynes Barron, Claire Carelton, Richard Benedict; Dir - Arthur Hiller.
<u>Loretta Young Show</u>	NBC 10pm	<u>In the Good Old Summertime</u> ; with Miss Young, Robert Rockwell; (SW&SD).



# ROSS REPORTS - TELEVISION INDEX

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EDITOR: Jerry Leichter

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OCT 1

NBC PGM NEWS - COMMENT - POSSIBILITIES

ABC PGM

College Quiz Bowl, a CBS Sunday afternoon program, will start after the first of the year, sponsored by General Electric, Housewares and Radio Receiver Division, thru Maxon, Inc. The program, tabbed a new idea in panel quiz formats, will have undergraduates of colleges and universities competing for cash prizes which will go to the scholarship funds of their respective schools. The program, to be emceed by Allen Ludden, will debut Jan 4, Sundays, 5-5:30pm NYT, and packaged by Moses, Reid & Cleary. The program will originate live from various colleges represented on the programs.....Location shooting on a TV series is like this: Peter Lawford and Phyllis Kirk will come into NY this Friday for two days of location filming and personal appearances on behalf of The Thin Man. The schedule calls for shooting at various NY locations on Friday and Saturday, starting at Idlewild Airport on Friday. Then, on Sunday, the co-stars will be guests at a "brunch" given by program sponsor Colgate-Palmolive Co., for visiting radio and television editors. Both stars will make appearances on the sponsor's other programs, The Big Payoff and Top Dollar on Monday, after which they fly back to California to resume production on Tuesday (21). Producer Bob Welch and Asta, the wire-haired terrier, will also be in NY for the production work. New films in The Thin Man series start on Oct 24, Fridays, 9:30-10pm NYT, over NBC.

There are 18 advertisers on the six programs involving three and one-half hours daily on ABC's new Monday thru Friday shows, but the advertising pattern requires master traffic control to keep straight. Some of the spots are clumped together during time segments because of sponsor preference, while others are scattered thru the schedule in major and minor time separations. Off the first critical reviews, The Peter Lind Hayes Show is the big hit, being compared variously to the Arthur Godfrey Show and The Jack Paar Show because of the professional touches and easy pacing. In any case, those 18 sponsors have accounted for more than 95 per cent of the time available on the new programs.....On another daytime front, Armour & Co has begun sponsorships on four NBC Monday thru Friday programs, using alternate week segments, accounting for \$2,000,000 in gross billings over a 52-week period, mainly thru Foote, Cone & Belding.....The Procter & Gamble Co thru Compton Advertising, Inc., will become a co-sponsor of ABC's The Real McCoys, starting Jan 1, Thursdays, 8:30-9pm NYT. Sylvania Electric Products, sponsor of the program since its debut on Oct 3, 1957, will continue as co-sponsor with P&G.....When Ted Mack moves his Original Amateur Hour to CBS on Oct 26, Sundays, 5:30-6pm NYT (it was on NBC, last show Oct 4), he'll open with the biggest program possible: seven finalists competing for the title of National Amateur Talent Champion. The seven acts are being chosen Thursday night at the non-televized program's annual charity affair in New York's Madison Square Garden during which a group of 25 acts, chosen during the past season's telecasts, will compete.

- Page 1 -

(MORE)

**ROSS REPORTS - TELEVISION INDEX**, Service Subscription Rates: \$125 per year (or \$33 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.



Sid Caesar's return to the NBC net for the first of his special Chevy Shows on Nov 2, will also be the first time in years that he has worked with an all-star supporting cast, aside from the people who rode to the top with him. The first show will include Art Carney, Shirley MacLaine, Cliff Norton and the Kirby Stone Quartet, among others. The show will also produce an unusual dual credit. The Chevy Show is produced by Henry Jaffe Enterprises with NBC and this one is being directed by Alan Handley. On the other side of the coin, Hal Janis will supervise the program for Caesar's own production organization, Shellrick Corp. The show is being written by Larry Gelbart, assisted by Woody Allen. Paul Weston is music director and Gene Nelson is the choreographer.....Everybody and his cousin is writing that NBC's new contract with theatrical producer Kermit Bloomgarden to create and produce two live specials for the net during the next 24 months will either generate a TV story about his production of "The Music Man," or a similar story behind the story of his new musical comedy, "Cry for Happy." Actually, either project is considered unsuitable for a TV show because of the delicate nature and possible rights conflict in using a currently valuable Broadway property as a takeoff for television. The majority of Bloomgarden's Broadway hits during the past 13 years have been dramas, so there's no reason to suppose that he wouldn't involve himself with dramatic presentations for his NBC airings.

Hurd Hatfield has made an actor's switch from his scheduled role as the villainous Fernand Mondego to the hero's role of Edmond Dantes in the Du Pont Show of the Month production on Oct 28, Tuesday, 7:30-9pm NYT, of "The Count of Monte Cristo." The quick change came about because British actor-director Noel Willman, originally signed for the Dantes role, will instead make his U. S. TV debut in the Show of the Month's Nov 13 production of "The Winslow Boy." Willman will have the co-starring role of the attorney, Sir Robert Morton, joining Fredric March, Florence Eldridge and Rex Thompson. Moving in to take Hatfield's former role in Dumas story will be John Colicos. Dantes' sweetheart Mercedes will be played by Elizabeth Sellars, with other members of the Monte Cristo cast including: Torin Thatcher as de Villefort, Colleen Dewhurst as Madame de Villefort, Max Adrian as Morell, Ina Balin as Haydee, Douglas Campbell as Danglars and George Voskovec as Abbe Faria. Sidney Lumet is handling the direction.

Among the planned series that are considered to have a good chance for sale for next season (as soon as the pilots are canned) are McCadden Productions' Claudia, with Anne Francis taking the title role in the Rose Franken stories; Four Star Films' new District Seven, which will star David Janssen; and the Howard Duff-Ida Lupino Green Parrot series. Among those that could be bought for a January start (if the producer is willing to speed up production) would be Jack Webb's The D. A.'s Man. No one is mentioning it, because so many predictions on trends have been exploded, but film producers think that the edge is finally off the Westerns, with too many of them flooding the airwaves.

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# ROSS REPORTS - TELEVISION INDEX

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## —WEEKLY REPORT—

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Tuesday (Oct 21)

NBC- 9-9:30pm NYT & LAT, Weekly; DEBUT - The George Burns Show - FILM; no of stations not available. (Replaces Colgate Theatre, last show Oct 7). § George Burns stars in a new series in which he is a theatrical producer ready to produce anything, with Bea Benaderet as his secretary, Blanche Morton; Harry Von Zell as himself, Larry Keating as Blanche's husband, Harry; and Ronnie Burns as Ronnie. The series will also have occasional celebrity guest stars. § SPONSOR- Colgate-Palmolive Co (Halo, Fab, Colgate Dental Cream, other products); McCann-Erickson, Inc(NY, producing agency); Halo thru D'Arcy Advertising Co(NY); Acct Exec- Murray Leddy; Fab and Colgate Dental Cream thru Ted Bates & Co., Inc(NY); Acct Execs- James Kavanagh(Colgate), Robert Castle, Edward Heath. § PKGR & Film Prod- McCadden Productions, at General Service Studios, Hollywood, Calif.; Prod & Dir- Rod Amateau; Asst Dir- Bob Vreeland; Dir of Photog- James Van Trees; Writers- Norman Paul, Keith Fowler, Harvey Helm, William Burns.

#### Wednesday (Oct 22)

CBS- 8-9pm NYT (7-8pm LAT), Weekly; DEBUT - Pursuit - TAPE from LA; no. of stations not available. § Live drama series, videotaped in advance, with the central theme of each week's drama concerning man as the hunter and the hunted, with top name stars. § ALTERNATE SPONSOR- The Mennen Co (Toiletries) thru Grey Advertising Agency, Inc(NY); Acct Exec- Robert Zimmern. Alternate week is sustaining. § PKGR- CBS-TV(LA); Exec Prod- Norman Felton; Prods- Charles W. Russell and Eva Wolas (alternating with groups of 4 shows each, also other single show producers); Dirs- Herbert Hirschman, Buzz Kulik, David Greene, Paul Nickell; Script Eds- Bill Nutt, Del Reisman; Writers- Various.

#### Thursday (Oct 23)

NBC- 8-9pm NYT & LAT, 1st of 4 programs during season - Gateways to the Mind - FILM (COLOR); approx 135 stations net, 25 delayed. (Preempts The Ed Wynn Show, 8-8:30pm, this date only, and Twenty-One, 8:30-9pm, last show Oct 16). § A story of the human senses, told with narration, exposition, models, dramatization, exhibitions and animation, with Dr. Frank Baxter as the scientist. This is the first of four special programs in the Bell System Science Series, with one other new program and two repeats from previous seasons to be shown. § SPONSOR- American Telephone & Telegraph Co (Bell Telephone System) thru N. W. Ayer & Son, Inc(Phila); Acct Exec- Robert Zabel(NY). § PKGR & Film Prod (two new programs only) Warner Bros. at Warner Bros. Studio, Burbank, Calif.; Prod & Dir- Owen Crump; Animation Dir- Chuck Jones; Asst Dir- Phil Quinn; Music Dir- Josef Zimanick; Art Dir- Donald A. Peters; Sets- William L. Kuehl; Writer- Henry F. Greenberg; Dir of Photog- Ellis W. Carter.



THIS WEEK(Cont'd)

Sunday (Oct 26)

ABC- 12noon-12:30pm NYT, Weekly; DEBUT - Bishop Pike - LIVE & TAPE from LA; to the net. § The Rt. Rev. James A. Pike, Bishop of the Protestant Episcopal Diocese of California, presents informal conversations on various topics with eminent personalities from many fields. A previous version of the program had been presented from NY during three seasons as Dean Pike, when the churchman was Dean of the Cathedral of St. John the Divine in NY.

§ Sustaining.

§ PKGR- ABC-TV Public Affairs; Prod- William Moll; Dir- Bob Robb.

CBS- 6:30-7pm NYT & LAT, Weekly; RETURN - The Twentieth Century - FILM; 108 stations net, 40 delayed. (Has been seen in re-run during the summer, presenting re-runs of Air Power under the over-all program title; last re-run Oct 19.)

§ Filmed reports and special programs dealing with the past, present and future of the century, with Walter Cronkite as the narrator of the programs.

§ SPONSOR- The Prudential Insurance Co of America thru Reach, McClinton & Co (NY); Acct Superv- Robert W. Robb; Acct Exec- Thomas Crolius.

§ PKGR- CBS Public Affairs(NY); Prod- Burton Benjamin (two two-part specials will be produced by Al Wasserman and Stephen Fleischman); Assoc Prod- Isaac Kleinerman; Dirs- Various; Writers- Various.

CBS- 5:30-6pm NYT & LAT; RETURN - Ted Mack and the Original Amateur Hour - LIVE from NY; 118 stations live and tape, 7 delayed. (Replaces Face the Nation, which moves to 12:30-1pm NYT, effective this date). § Ted Mack presents amateur talent competing on the air in season-long nationwide competition. The program originally debuted on NBC in January, 1948, and has also been on the ABC net. Its last series was on NBC from Feb 22, 1958 thru Oct 4, 1958, and it is debuting over CBS with this return to the air.

§ SPONSOR- Pharmaceuticals, Inc (Geritol, Williams Men's Products) thru Parkinson Advertising Agency, Inc(NY); Acct Superv- Ted Bergmann; TV Acct Rep- Don Blauhut.

PKGR- Reemack Enterprises, Inc(NY); Prod- Lewis Graham; Dirs- J. Robert Blum, Lloyd Marx; Ed- Wanda Ellis.

NBC- 5-6pm NYT & LAT; Alt Sun; RETURN - Omnibus - LIVE and/or FILM from NY; no. of stations not available. (Alternates with NBC Kaleidoscope, see page 100). § The series continues to explore the arts, sciences and humanities, with a variety format for some programs. Alistair Cooke is regular host.

§ SPONSOR- Aluminium, Ltd. (Institutional) thru J. Walter Thompson Co(NY); Acct Superv- Robert E. Dennison.

§ PKGR- Robert Saudek Associates(NY); Exec Prod- Robert Saudek; Prod Controller- Richard H. Thomas; Dirs- Various; Drama Consult- Walter Kerr.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Jubilee, U. S. A.; SCHEDULE CHANGE Oct 25; returns to its former Sat, 8-9pm NYT time spot, replacing Billy Graham's Charlotte Crusade, last show Oct 18. Scotland Yard, re-runs of a series previously seen on the net at various times, returns to the Mon, 7:30-8pm NYT spot, effective Oct 27, with another film series to fill the 8-8:30pm NYT spot to be announced.

Open Hearing; RETURN Oct 19, Sun, 3-5:30pm NYT, Weekly; LIVE from Washington, D. C., or other cities; to the net. (Program had previously been seen Sun, 9:30-10pm NYT, last show was Sept 28). § News and interviews concerning important news of the week, with John Secondari as interviewer or moderator for ABC commentator teams.

§ Sustaining.

§ PKGR- ABC News(Wash).



OTHER NETWORK CHANGES (Cont'd)

CBS- To Tell the Truth (Tue, 8:30-9pm NYT; 7:30-8pm LAT) Alternate Week Sponsors, effective Sept 23: 1) Carter Products, Inc (Arrid, Rise, Whirl-In, Little Liver Pills); Arrid and Rise thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Execs- Lee Abbott(Arrid), Roland Marxe(Rise); Whirl-In thru Dancer-Fitzgerald-Sample, Inc(NY); Little Liver Pills thru Ted Bates & Co., Inc(NY). 2) Philip Morris, Inc (Marlboro) thru Leo Burnett Co., Inc(Chi); Acct Exec- Dick Halpin.

NBC- Tic Tac Dough (Mon thru Fri, 12noon-12:30pm NYT; 11-11:30am LAT) Bill Wendell replaced Jack Barry as host for an indefinite period, effective Oct 6.

Tic Tac Dough (Mon, 7:30-8pm NYT & LAT) Win Elliot replaced Jay Jackson as m.c., effective Oct 6.

The Thin Man (Fri, 9:30-10pm NYT & LAT) New season begins Oct 24; program has been seen in re-run during the summer (see Television Index card). Production information changes: Delete exec producer. Add: Prod- Robert L. Welch; Dirs- Richard Kinon, others; Dir of Photog- William Spencer, Jr.; Writers- Edmund Hartmann, others.

Wagon Train (Wed, 7:30-8:30pm NYT & LAT) Add alternate week sponsor, one-half hour, effective Oct 8: R. J. Reynolds Tobacco Co (Camel) thru William Esty Co., Inc(NY); Acct Exec- Thomas Luckenbill. (See page 91, other sponsors).

Northwest Passage (Sun, 7:30-8pm NYT & LAT) Add alternate week sponsor, effective Oct 12: R. J. Reynolds Tobacco Co (Winston Cigarettes alt with Salem Cigarettes) thru William Esty Co., Inc(NY); Acct Execs- Grant Thompson, Samuel Northcross.



TALENT SHOWSHEET AND SCRIPT REPORT - OCTOBER 20 - OCTOBER 26

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

Dragnet; Tuesday October 14; NBC 7:30pm - ADD: Big Oskar; with regulars & Ray Rooth, Amzie Strickland; (SW&SD).

LITTLE WOMEN; Thursday October 16; CBS 8:30pm - ADD CAST: Jane Rose, Jock MacGregor.

PAT BOONE CHEVY SHOWROOM; Thursday October 16; ABC 9pm - ADD: Edie Adams(S).

PLAYHOUSE 90; Thursday October 16; CBS 9:30pm - ADD CAST: Jacqueline Beer, Harry Davidson, Paul Lambert, Jason Wingreen, Shirley Knight, Harvey Stevens, Fletcher Allen, Robert Cass, William Benedict, Joe Bishop, Garry Walberg, Warren Frost, Bob Duggan.

FURTHER ADVENTURES OF ELLERY QUEEN; Friday October 17; NBC 8pm - ADD: The Door Between; (O) Ellery Queen; (A) Michael Dyne; with Mr. Nader & Robert Lowery, Adrienne Marden.

PERRY COMO SHOW; Saturday October 18; NBC 8pm - ADD: Julie Styne (composer).

LOOK UP AND LIVE; Sunday October 19; CBS 10:30am - ADD: Vessel of Clay; (Part two of four-part series "The Priesthood"); (O) Father Leo Trese; (A) Anthony J. Palmerio; with Frank Overton, Philip Bourneuf, Pierre Epstein, Renee Riano, Dickie Olsen.

NOTE: The title of the first show in this series by F. Scott Fitzgerald on 10/5 was- Absolution.

CAMERA THREE; Sunday October 19; CBS 11:30am - ADD: The Wine of Life; (Poems and letters by John Keats); (O) Clair Roskam; with Liam Clancy, Katherine Willard, Tom Brannum, Walter Mathews.  
NOTE: This tape is to be used in connection with the Wine of Life program.

NOTE: Richard Lukin is new director of this series.

ENCOUNTER; Sunday October 19; ABC 9:30pm - ADD CAST: Ivor Barry, Marcia Clare, Claire Murray;  
ADD DIRECTOR: Paul Almond.

JUBILEE U.S.A. ABC 7:30pm Homer and Jethro(S-M-C).

The Texan CBS 8pm(7) with regulars & J. Carroll Naish, Peggy Castle, Ron Haggerty;  
(Rory Calhoun) (SW&SD).

Restless Gun (John Payne) NBC 8pm The Nowhere Kid; with Steven Terrell, Luana Patten; (SW&SD).

Father Knows Best CBS 8:30pm(7:30) Fronk's Family Tree; with regulars & Clarke Alexander, Natividad Vacio; (SW&SD).

Tales of Wells Fargo (Dale Robertson) NBC 8:30pm      End of Trail; with Mickey Finn, Don Harvey, William Benedict, Jerry Summers, Frank De Kova; (SW&SD).

VOICE OF FIRESTONE ABC 9pm Gordon MacRae (S), Jo Stafford (S), Paul Weston & Orchestra.

Danny Thomas Show CBS 9pm(8) with regulars & William Demarest; (SW&SD).

Peter Gunn NBC 9pm The Frog; with regulars & Whit Bissell, Harold Kruger, Jean Inness, Shorty Rogers; Dir - David McDearmon; (SW).

Ann Southern Show CBS 9:30(8:30) with regulars & Frank Behrens.

Alcoa Theatre NBC 9:30pm Coast to Coast; (O) Mann Rubin; (A) Mann Rubin, Jerry Davis, Tom August; with Cornel Wilde, Kay Stewart, Whitney Blake, Francis DeSales, Larry Thor, Zoe Hazlett, Art Baker; Dir - Paul Wendkos.

Westinghouse CBS 10pm(9) Desilu Playhouse The Case for Dr. Mudd; (O) Joseph Landon; (A) Don Brinkley; with Lew Ayres, Mary Anderson, Don Herron, James Westerfield, Tom Pittman, Charles Cooper, Harry Brandon, Theodore Newton, Phil Colridge, Jack Weston, Dick Wilson; Dir - Allen Miner.

ARTHUR MURRAY NBC 10pm Shelley Winters(A), Edie Adams(S), Ernie Kovacs(C), Eddie Foy,Jr.,  
PARTY (C), Dick Clark.



TUESDAY OCTOBER 21  
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Cheyenne (Ty Hardin)	ABC 7:30pm	The Turning Point; (0) George Slavin; with Scott Marlowe, R. G. Armstrong, Walter Coy, Ellen Corby; Dir - Alan Crosland, Jr.
GEORGE GOBEL SHOW	NBC 8pm	Add as regular: Phyllis Avery(A); with regulars & Gogi Grant (S), Phil Harris(C), Vaughn Monroe(S), The Goofers(C-M).
Life and Legend of Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	The Gatling Gun; with Richard Garland, Charles Fredericks, James Seay, Rico Alaniz, William Pullen; (SW&SD).
The Rifleman (Chuck Connors)	ABC 9pm	The Marshal; (0) Sam Peckinpah; with regulars & Paul Fix, Robert Wilke, Warren Oates, James Drury; Dir - Mr. Peckinpah.
ARTHUR GODFREY SHOW	CBS 9pm(8)	Roberta Sherwood(S).
George Burns Show	NBC 9pm	PREMIERE: Regulars in this series are: George Burns, Ronnie Burns, Bea Benaderet, Harry Von Zell, Larry Keating. Premiere show: George and the Private Eye; with regulars & John Stephenson, John Duke, Jack Albertson, Francis De Sales, Lisa Davis. Writers - Norman Paul, Keith Fowler, Harvey Helm, William Burns. Dir - Rod Amateau.
Naked City	ABC 9:30pm	Sidewalk Fisherman; (0) Meyer Berger; (A) Stirling Silliphant; with regulars & Jay Novello, Tarry Green, Leonardo Cimino, Mark Barkan, Gary Morgan, Ruth Altman, Joanna Heyes, Allen Nourse; Dir - Douglas Heyes.
RED SKELTON SHOW	CBS 9:30pm(8:30)	Ann Rutherford(A), "Slapsie" Maxie Rosenbloom(C), Addison Richards(A).
Bob Cummings Show	NBC 9:30pm	Bob Restores Male Supremacy; with regulars & Mary Lawrence, King Donovan, Lyle Talbot, Richard Correll; (SW&SD).
GARRY MOORE SHOW	CBS 10pm(9)	Marguerite Piazza(S), Robert Clary(S), Arthur Treacher(A), Jack Carson(C).

WEDNESDAY OCTOBER 22  
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Wagon Train (Ward Bond, Robert Horton)	NBC 7:30pm	The Tobias Jones Story; (0) Harry Von Zell; with Lou Costello, Beverly Washburn, June Clayworth, Peter Breck, Morris Ankrum; Dir - Herschel Daugherty.
PURSUIT	CBS 8pm(7)	PREMIERE: (All programs will be on Tape.) The Vengeance; (0) Adrian Spies; with Sal Mineo, Stu Erwin, Carol Lynley, Macdonald Carey, Vivian Nathan, Robert H. Harris; Dir - Herbert Hirschman.
Adventures of Ozzie and Harriet	ABC 8:30pm(9)	The Pony; with regulars & Parley Baer, William McLean, Mary Jane Croft, Tony Montenaro, Jr., Stanley Livingston, John Banta, Constance Harper, Cherrio Meredith; (SW&SD).
Donna Reed Show	ABC 9pm(9:30)	The Football Uniform; (0) William Cowley & Peggy Chantler; with regulars & Hugh Corcoran, Robert McKenny, Stephen Pearson, Alan Aaronson, Ricky Klein, Lee Miller; (SD).
The Millionaire (Marvin Miller)	CBS 9pm(8)	with Edgar Buchanan, Bob Guthrie, Jennifer Lea; (SW&SD).
MILTON BERLE SHOW	NBC 9pm	Carl Sandburg.
OLDSMOBILE SHOW (Patti Page)	ABC 9:30pm(10)	Shari Lewis(ventriloquist), Everly Brothers(S).
Bat Masterson (Gene Barry)	NBC 9:30pm	Dynamite Blows Two Ways; with Reed Hadley; (SW&SD).
US STEEL HOUR	CBS 10pm(9)	Secret in the Family; (0) Helen Hull; (A) Lois Pelletier; with Faye Emerson, Edward Andrews, Alan Hewitt, Phyllis Hill, Martin Huston, Katherine Raht, Marjorie Gateson; Dir - Don Richardson.
THURSDAY OCTOBER 23 mmmmmmmmmmmmmmmm		
Tales of the Texas Rangers	ABC 5pm	Edge of Danger; (0) Frank Moss; with regulars & Michael Dante, Linda Lawson, Larry Perron, Donald Lawton, Vince Barnett. (SD)



THURSDAY OCTOBER 23 (Cont'd)  
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<u>Leave It To Beaver</u>	ABC 7:30pm	<u>Beaver and Chuey</u> ; with regulars & Ken Osmond, Alan Robert, Abel Franco, Mary Andre; (SW&SD).
<u>Jefferson Drum</u> (Jeff Richards)	NBC 7:30pm	<u>Band of Iron</u> ; with regulars & Mary LaRoche, Gregg Palmer, Peter Hornsby, Rand Brooks; (SW&SD).
<u>December Bride</u> (Spring Byington)	CBS 8pm(7)	with regulars & Roscoe Karns, Ruta Lee; (SW&SD).
<u>Bell Science Series</u>	NBC 8pm	<u>RETURN: Gateways to the Mind</u> ; (0) Henry F. Greenberg; with Dr. Frank Baxter as host, Louis Charles, Bill Idelson, Karl Swenson, Mason Curry, Peter Brown, Billy Barty, Bob Lynn, Peter Walker, Gil Perkins, Art Kendall; Dir - Owen Crump.
<u>The Real McCoys</u> (Walter Brennan)	ABC 8:30pm	<u>The Dancin' Fool</u> ; with regulars & Nancy Kulp, Joyce Taylor; (SW&SD).
<u>Yancy Derringer</u> (Jock Mahoney)	CBS 8:30pm(7:30)	<u>Ticket to Natchez</u> ; with regulars & Marie Windsor, Bill Williams, Kevin Hagen; (SW&SD).
<u>PAT BOONE CHEVY SHOWROOM</u>	ABC 9pm	Kathryn Grayson(S), Peter Lind Hayes(C), Mary Healy(S).
<u>Dick Powell's Zane Grey Theatre</u>	CBS 9pm(8)	<u>Homecoming</u> ; with Lloyd Nolan, Judith Ames.
<u>Behind Closed Doors</u> (Bruce Gordon)	NBC 9pm	<u>Mig 9</u> ; (0) Henry F. Greenberg & Malvin Wald; with Kenneth Tobey, Linda Leighton, Melinda Byron, Jim Bannon, Peter Coe, Douglas Evans, John McNamara; Dir - John Peyser
<u>Rough Riders</u>	ABC 9:30pm	<u>The Duelists</u> ; with regulars & Stephen Bekassy, Jeanne Vaughn, Patrick Waltz; (SW&SD).
<u>PLAYHOUSE 90</u>	CBS 9:30pm(8:30)	<u>Shadows Tremble</u> ; (0) Ernest Kinoy; with Edward G. Robinson, Ray Walston, Beatrice Straight, Parker Fennelly, Frank Conroy, Lori March, Robert Webber; Dir - Herbert Hirschman.
<u>FORD SHOW</u>	NBC 9:30pm	William Bendix(A).

FRIDAY OCTOBER 24  
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<u>Adventures of Rin Tin Tin</u>	ABC 7:30pm	<u>Running Horse</u> ; with regulars & Les Tremayne, Jan Arvan; (SW&SD).
<u>YOUR HIT PARADE</u>	CBS 7:30pm(6:30)	Mitch Miller, Beverly Ross(S).
<u>Walt Disney Presents</u>	ABC 8pm	<u>Rusty and the Falcon</u> ; (0) Ralph Wright; with Rudy Lee, Jay W. Lees.
<u>Trackdown</u> (Robert Culp)	CBS 8pm(7)	with Peter Leeds, George Brenlin, Walter Sande, Bob Tetrick, Ellen Corby, Norman Leavitt; (SW&SD).
<u>Man With A Camera</u> (Charles Bronson)	ABC 9pm	<u>Profile of a Killer</u> ; with Tom Pittman; (SW&SD).
<u>Phil Silvers Show</u> (You'll Never Get Rich)	CBS 9pm(8)	<u>Bilko Versus Covington</u> ; with regulars & Keefe Brasselle; (SW&SD).
<u>M Squad</u> (Lee Marvin)	NBC 9pm	<u>The Trap</u> ; with regulars & Robert Fuller, Paul Newlin, Betty Lynn, Virginia Gregg, Harry Landers; (SW&SD).
<u>77 Sunset Strip</u> (Efrem Zimbalist, Jr.)	ABC 9:30pm	<u>A Nice Social Evening</u> ; (0) Howie Horwitz; (A) Frederic Brady; with regulars & Ray Danton, Arlene Howell, Dorothy Provine, Venetia Stevenson; Dir - Stuart Heisler.
<u>Schlitz Playhouse</u>	CBS 9:30pm(8:30)	<u>The Trouble with Ruth</u> ; (0) Henry Slesar; (A) Jameson Brewer; with Jeanne Crain, Adam Kennedy, George MacReady, Judson Pratt, Oliver McGowan, Voorhies J. Ardoin, Ralph Clanton, Sondra Rodgers, Ted Thorpe; Dir - John Brahm.
<u>Thin Man</u> (Peter Lawford, Phyllis Kirk)	NBC 9:30pm	<u>RETURN: NEW SEASON</u> : Regulars in this series are: Mr. Lawrence, Miss Kirk, Pat Donohue. <u>Scene of the Crime</u> ; (0) Edmond Hartmann; with regulars & Jack Albertson, Hayden Rorke, Tina Carver, Emile Meyer, Robert Williams, Almira Sessions, James Olson, Jimmy Ames; Dir - Richard Kinon.



FRIDAY OCTOBER 24 (Cont'd)

FRIDAY OCTOBER 21  
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The Lineup CBS 10pm(9)  
(Warner Anderson, Tom Tully) The Sarge Caldwell Case; with regulars & Sarge Caldwell, Slim Haughton; (SW&SD).

MULTIPLE & ACROSS -THE -BOARD SHOWS - OCTOBER 20 - OCTOBER 24

TODAY (Dave Garroway)	NBC 7am	10/20 - Kirby Stone Quartet(S); 10/21 - Will Holt(S); 10/24 - Roy Peterson(S), Goyo Reyes Flamenco Group(D-M).
JIMMY DEAN SHOW	CBS 2pm(1)	Louise O'Brien(S) is guest for entire week. 10/21 - Eddie Hodges(S); 10/23 - Maria Neglia(M).
COUNTY FAIR (Bert Parks)	NBC 4:30pm(2:30)	10/20,22 & 24 - Eileen Rogers(S); 10/21 - Antonino Rocca . (wrestler).
JACK PAAR SHOW	NBC 11:15pm	Jack Paar returns from vacation. 10/20 - Anita Wood(S), Genevieve(S), "Guido Panzini"(C); 10/21 - Florence Henderson(S), Cliff Arquette(C), Elsa Maxwell, Joey Bishop(C), Alice Ghostley(C); 10/22 - Denise Lor(S), Hermione Gingold(C), Louis Nye(C), Lou Holtz(C), Chan Canasts(slight-of-hand); 10/23 - Florence Henderson(S), Cliff Arquette(C), Peggy Cass(C), Alec Templeton(M); 10/24 - Richard Hayes(S), "Guido Panzini"(C), Milt Kamen(C).

SATURDAY OCTOBER 25

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TRUE STORY NBC 12N(4pm) Chain Saw Man; (O) Irving & Jane Robbin; with Mike Keene, Virginia Kaye, Barbara Dana, Fred Stewart.

DICK CLARK SHOW ABC 7:30pm(9:30) Frankie Avalon(S), Bobby Day(S), Robin Luke(S), Buddy Holly and the Crickets(S), Don Gibson(S).

Perry Mason CBS 7:30pm(6:30) RE-RUN of: The Case of the Sulky Girl.

JUBILEE U.S.A. ABC 8pm NOTE: RETURNS TO FORMER TIME. Jim Reeves(S-M) is guest.  
PERRY COMO SHOW NBC 8pm Lena Horne(S), Ann Miller(D), David Wayne(A), Jimmy McHugh  
(composer).

Wanted - Dead or Alive (Steve McQueen) CBS 8:30pm(7:30) with Jay C. Flippen, Steve Brodie, Tony Caruso, Claire Carleton, John Dierkes, Helen Jay, Paul Wexler; (SW&SD).

Gale Storm Show CBS 9pm(8) (0) John Fenton Murray; with regulars & Jacques Bergerac,  
Patricia Michon; Dir - William Seiter.

Steve Canyon (Dead Fredericks) NBC 9pm      Operation Survival; with Eddie Firestone, Frank Gerstle, Fred Eisley, Buck Young, Max Slaten, Pete Peterson; (SW&SD).

Have Gun, Will Travel (Richard Boone) CBS 9:30pm(8:30) with Christine White, Harry Carey, Jr., Rayford Barnes, Ed Faulkner, Mickey Finn, Donald Barry, Mike Forest; (SW&SD).

Cimarron City (George Montgomery) NBC 9:30pm To Become a Man; (O) Norman Jolley; with regulars & Robin Riley, William Tallman, Stuart Randall, Jason Robards, Sr., Dir - Richard Bartlett.

Gunsmoke CBS 10pm(9) with regulars & John Anderson, Bob Morgan, Charles Aidman;  
(James Arness) (SW&SD).

SUNDAY OCTOBER 26  
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U.N. IN ACTION CBS 11am SPECIAL (13th Anniversary show). ON TAPE. Pablo Casals(M), Mieczyslaw Horszowski(M). Charles Munch conducts.

PAUL WINCHELL SHOW ABC 5pm Dolinoff and the Raya Sisters(acro), Beatrice Dante and Peanuts-the-Chimp.

Maverick  
(James Garner) ABC 7:30pm Escape to Tampico; with Gerald Mohr, Barbara Lang, John Hubbard, Paul Picerni, Louis Mercier, Tony Romano, William D. Gordon, Ralph Faulkner, Nacho Galindo; (SW&SD).

Bachelor Father (John Forsythe) CBS 7:30pm with regulars & Jenny Maxwell; (SW&SD).



SUNDAY OCTOBER 26 (Cont'd)  
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<u>Northwest Passage</u>	NBC 7:30pm	<u>Court Martial</u> ; with regulars & Louis Jean Heydt, John Ainsworth, Richard Ney; (SW&SD).
<u>ED SULLIVAN SHOW</u>	CBS 8pm	Johnny Mathis(S), Esther Williams(A), Lisa Kirk(S), Janet Blair(S), Lenny the Lion(ventriloquist), Sheeky Greene(C), Jacques Tati(C) - on film.
<u>STEVE ALLEN SHOW</u>	NBC 8pm	Peter Ustinov(A), Dave Brubeck(M), Dorothy Collins(S), Warren Covington(M), Laura Leslie(S), Augie and Margo(D)
<u>Lawman</u> (John Russell, Peter Brown)	ABC 8:30pm	<u>The Oath</u> ; with regulars & Barbara Stuart, Stephen Courtleigh, Don Kelly, Whit Bissell; (SW&SD).
<u>Colt .45</u> (Wayde Preston)	ABC 9pm	<u>Small Man</u> ; (O) Frederic Brady; with Jay Novello, Paul Burns, Charles Fredericks, Vicki Raff; Dir - Edward Bernds.
<u>General Electric Theatre</u>	CBS 9pm	<u>At Miss Minner's</u> ; with Joan Fontaine, John Newland, Isobel Elsom.
<u>DINAH SHORE CHEVY SHOW</u>	NBC 9pm	Joan Davis(C), Julius La Rosa(S), Elsa Lanchester(A), Maurice Chevalier(S).
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>The Crooked Road</u> ; (O) Alex Gaby; (A) William Fay; with Richard Kiley, Pat Breslin, Walter Matthau, Charles Watts, Richard Erdman, Peter Dane; Dir - Paul Henreid.



# ROSS REPORTS - TELEVISION INDEX

OCTOBER 22, 1958

VOLUME 10 NUMBER 43 A

EDITOR: Jerry Leichter

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—MID-WEEK SPECIAL—

NEWS - COMMENT - POSSIBILITIES

NOV 9 1958  
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NOVEMBER 1958

The purchase of additional NBC daytime segments by Lever Bros. and Procter & Gamble, following the Pharmaceuticals, Inc., buy of five alternate-week quarter-hour segments, has resulted in a complete sell-out for NBC of the entire block of net programming between 10:30am and 1pm, Monday thru Friday, for the fall months. Pharmaceuticals, which will sponsor Concentration on Thursdays, 8:30-9pm NYT, starting Oct 30 in place of Twenty-One, has also picked up the alternate-week availability on The Arthur Murray Party, Mondays, 10:30-11pm NYT. The alternate sponsor for the Murray program is P. Lorillard, which is reported to have demurred at the program sponsorship linkage with a drug sponsor.....Over at ABC, the unusual survival power of Westerns has again been demonstrated by Colt .45. The program was cancelled on ABC last season by its sponsor and the program was dropped from ABC plans. Warner Bros., the producer, made additional films for this season on spec, and when ABC was hit with some programming holes in its schedule the net brought the re-runs back for the Sunday, 9-9:30pm NYT spot. Now two-thirds of the alternate weeks of the program (with cross plugs) have been bought by Whitehall Labs, and although the program is continuing with re-runs for the time being, the new films are in reserve and will be shown in the near future.....The Sunday night Warner Bros.-produced block of series on ABC has resulted in a phenomenon that is unusual in TV. Starting at 7:30pm NYT with Maverick, thru Lawman at 8:30pm and ending with Colt .45 at 9pm, all the title art. (lettering and background sketches) is in the same style. Another Warner Bros. mark, or possibly just a coincidence, is the fact that all its Western heroes have the cleanest shirts and trousers, except when they are scuffed up incidental to a fight, of any of the regular Western stars on television. From Laramie to the Mexican border, Warner's has the best laundry service on the frontier.

Although Hollywood mourned (for a few short weeks as is the mourning custom in any show business city) the death of NBC Matinee Theatre because it killed some job opportunities for actors and technicians, the popularity of Westerns probably opened up more single jobs for actors than any other type of program on the air. The Westerns specialize in the sharp little characterization with an off-beat slant and quite often this demands fresh faces each time. Audiences are used to the same actors coming up in different roles in anthology series, but the Westerns, to give the little extra freshness that each twist and turn of elementary story lines demand, need the new faces. Tales of Wells Fargo has a rule that supporting characters, unless there's a follow-up on the episode story (as with some episodes featuring Edgar Buchanan), will not use a supporting actor more than once during a season. The series used about 240 players in a year's filming. Although press agents for some actresses have achieved minor notice for their clients' complaints about Westerns cutting down on jobs for actresses, actually, each series has a way of showcasing their femme parts so the girls who get the parts get better individual breaks.

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Some newsmen have noted that last week's specials on the networks were spaced in such a way that there was one for each evening -- no conflict for a change -- and a few wondered in print whether the nets haven't wised up a little and arranged things this way. The truth is that some sponsors were mightily disturbed last season about specs that ran into heavy opposition and the agencies for the sponsors now check more carefully than ever before on commitments for day, time and program.....Show business has irrevocably been married to science by Omnibus. Esther Williams will be on the program of Nov 9, Sunday, 5-6pm NYT, in connection with a feature on submarines. Miss Williams will illustrate the similarity of human body movements in the water to those performed by undersea craft. The similarity is strangely like that used by the Army Air Corps during World War II when some aircraft recognition instructors (spurred by Milt Caniff cartoons) used photos and sketches of glamorous babes to teach cadets the elements of recognizing types of enemy aircraft. Other Omnibus features during the new season will be the previously announced Gene Kelly program, "Dancing -- A Man's Game," the presentation of a new comedy by George Panetta titled, "The So-Called Human Race," and a play by actor-dramatist Peter Ustinov, in which he will also be starred, called "The Empty Chair."

Art Carney and the Baird Marionettes have met Prokofiev's music with producer Bert Shevelove and the result will be Art Carney Meets Peter and the Wolf, on the ABC net, Nov 30, Sunday, 5-6pm NYT, sponsored by Minnesota Mining and Manufacturing Co., thru MacManus, John & Adams, Inc. As firsts go in TV, this will be the first major musical ever staged for puppets. Carney will be a dedicated nature-lover who uses his fishing line to feed fish rather than catch them. He tries to get the forest animals to re-admit the wolf to their fellowship.....Danny Thomas, making more visits to other programs this season than ever before, will be part of the second Lucille Ball-Desi Arnaz Show of the season on Dec 1, Monday, 10-11pm NYT. Thomas will appear with his TV family as part of the hour-long comedy special, and the whole bit is very logical and part of the current history of television. The Thomas series, its physical production done by Desilu, moved into I Love Lucy's Monday, 9-9:30pm NYT spot over CBS when the Lucy series ended its first-run career. Last summer, the replacement for the Thomas program was The Top Ten Lucy Shows.

United Artists Associated, Inc., the firm organized by United Artists Corp for the purpose, last weekend acquired all the assets of Associated Artists Productions Corp., mainly the Warner Bros. pre-1950 film library. The total investment in the deal by UA was over \$30,000,000. UA will supervise the operations of UAA, which will continue to distribute the properties acquired from AAP. Among the tangibles acquired aside from the films, are story properties suitable for re-make, which could be assigned by UA to some of the independent producers allied with the financing and distribution organization.

NBC upped Ross Donaldson to director, script services. He had been manager of program submissions.....Alvin Cooperman and Paul Harrison have joined Screen Gems as executive producers. Cooperman also continues as producer of Shirley Temple's Storybook for Henry Jaffe Enterprises at Screen Gems, while working on the development of new program series for Screen Gems. Harrison, who has been directing episodes of The Ann Sothern Show at Desilu, will develop new program series for Screen Gems for the 1959-60 season.....Herb Baker, who was the writer for last week's An Evening with Fred Astaire, will do the script for Dean Martin's first NBC show of this season, Nov 22, Saturday, 9-10pm NYT. Baker also wrote Martin's last NBC show last season.....Ethel Winant, who has been casting director for Playhouse 90 and will continue in that capacity for CBS for at least this season, has been signed to a new contract by the net under which she may function as an associate producer, assistant producer or producer.

